

# independent woman

April, 1933

## **The First Woman in the Cabinet**

By Mary D. Blankenhor

## **Opportunity Is Ours**

By Anna Steese Richardson

## **Erin Go Bragh!**

By Agnes B. Chute-King

Vol. XII, No. 4

15c a copy

\$1.50 a year

# April Contents

Editorial—Opportunity Is Ours.. by Anna Steese Richardson	121
Frontispiece—Frances Perkins, Secretary of Labor.....	122
The First Woman in the Cabinet	
by Mary Dewhurst Blankenhorn	123
Pity the Poor Consumer..... by Winifred Banner	125
Erin Go Bragh!..... by Agnes B. Chute-King	126
Modern Woman—Myth or Reality?.. by Judge Wells Wells	128
Saturday's Child .....	130
Has Your City a Plan?..... by Harland Bartholomew	131
Making a Job of Beauty..... by Hazel L. Kozlay	132
The Business Woman's Bookshelf	
by Ann Sprague MacDonald	134
How Shall We Educate Girls for Business Today?	
by Elizabeth K. Van Alstyne	135
In the Easter Parade..... by Jane Pennyfield	136
Springtime at Its Face Value..... by Jean Ballard	138
Old Russia Celebrates Easter..... by Arretta L. Watts	139
Chicago Beckons .....	140
Overseas With Our Study Groups.....	141



INDEPENDENT WOMAN. Registered U. S. Pat. Off., published monthly by the National Federation of Business and Professional Women's Clubs, Inc., at the Candler Building, Baltimore, Maryland. Editorial and Advertising offices at 1819 Broadway, New York City. Volume XII, No. 4. Entered as second class matter at the Post Office at Baltimore, Maryland, under the Act of March 3, 1879. Copyright 1932 by INDEPENDENT WOMAN. All rights reserved. Subscription \$1.50 a year. 15 cents per copy. Foreign Subscription \$2.00. Adelaide Hull Stewart, Advertising Manager, 1819 Broadway, N.Y.C.

# Independent Woman

A MAGAZINE OF INTEREST  
TO ALL BUSINESS WOMEN

---

## Opportunity Is Ours

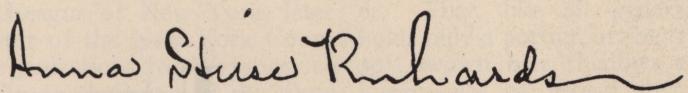
**A**s I write this editorial, women engaged in industry, commercial enterprises and professions face an economic situation unprecedented in the history of the United States. Conditions change between breakfast and bedtime.

Before you read this editorial almost anything may have happened. Today's uncertainties may have developed into an appalling crisis, or they may have vanished before a program for sound banking and revival of industry. We may all be united in a supreme effort to rebuild the old capitalistic system on which the nation has waxed rich—perhaps too rich; or we may be working together in humbleness of spirit to build a new system based on that foundation of social justice to which your Ten-Year Objective refers—"conditions which assure to women, and to men as well, the fullest possible opportunity, and reward, for the development of whatever capacities they may possess."

But whatever the next thirty days may bring, any business woman holding a position of authority will need all the faith, courage and steadfastness of purpose at her command to meet each new problem. Never have we economically independent women had so fine an opportunity to justify our existence as a social group.

We can re-establish our old standards of work in our immediate business or professional circles, those fine American ideals of giving honest work in return for every dollar paid us. During the inflation women speculated as wildly as men did. We, too, looked for easy money, bigger salaries for less effort. We must start afresh, working with our heads and our hearts as well as our hands.

Most important of all, we can support the plans of those who are bending superhuman efforts to reorganize our government, our banking system, our major industries. Let us be patient and withhold criticism. Our leaders may make mistakes. Let us overlook the mistakes. As mothers, wives and wage-earners, our greatest contribution to society has always been our faith in the men nearest us. Let us now extend that confidence and faith to those who are trying so desperately to revive national prosperity. In times like these a well-balanced, serene woman who radiates confidence is an asset to any business firm and to the nation.



ANNA STEESE RICHARDSON

Director, Good Citizenship Bureau, WOMAN'S HOME COMPANION

Published by the National Federation of Business and Professional Women's Clubs

---

Winfred Willson, Editor :: Adelaide Hull Stewart, Advertising Manager



**Frances Perkins, Secretary of Labor**

**T**he first woman cabinet member is proof of what can be accomplished by a woman possessed of wisdom, humanity, statesmanship. Forward-looking, with a strong sense of social responsibility, her past record forecasts a brilliant future

# The First Woman

## In the Cabinet

By Mary D. Blankenhorn

When in 1921 Ramsay MacDonald became the first labor Prime Minister of Great Britain, he broke all precedents in appointing a woman to his Cabinet. Margaret Bondfield served as Minister for Labour in this as well as in his second Cabinet in 1924. Today, Franklin Delano Roosevelt has followed in MacDonald's tradition-scoring path and has appointed the first woman to sit in a Cabinet of the President of the United States, Frances Perkins, formerly Labor Commissioner for the State of New York.

Miss Bondfield was herself a product of the English trades union movement. She had long been an official of her union and a member of Parliament. Frances Perkins, on the other hand, while probably more conversant with industrial problems than any labor leader in this country, received her appointment over the official protest of the American Federation of Labor, which demanded that the position be filled as heretofore by a trades union man.

When President Wilson created the Department of Labor, he did so at the request of organized workers who felt that they should have a seat in the Cabinet along with commerce, and on an equal footing. Three trades union officials have held the position. In choosing Miss Perkins Mr. Roosevelt has chosen a Secretary who is universally accepted as having a keener sense of public responsibility and a wider grasp on the work of her great office than any of her predecessors. Her appointment will be widely accepted not so much as a personal triumph, but as a symbol that women have at last attained equal stature with men in the framework of the United States Government, for she is married and her husband is a "wage-earner."

When Frances Perkins graduated from Mount Holyoke College she visited Chicago for a brief time. While in that city she lived for six months at Hull House, where the as-

sociation with Jane Addams proved an influence which continued throughout all her later years. Miss Perkins has to an unusual degree the power of inspiring in her hearers a quickened sense of the values of any subjects with which she is dealing. It is a characteristic which has stood her in good stead in her upward march. To her, more than to any woman living, can be traced the stimulus in matters of social welfare characteristic of many men who have worked with her. Senator Wagner, ex-Governor Smith, Governor Lehman, and President Roosevelt himself, would be the first to acknowledge their debt in this respect. She has worked with them for the past twenty years for better conditions in industry, safety from industrial disease and accidents, old age pensions and laws safeguarding women and children. Her own intense interest in such things was enormously heightened by witnessing in 1911 the tragic horror of the Triangle Factory Fire in New York City where two hundred girls lost their lives. Shortly after this tragedy she was asked to serve as executive head of a Committee of Safety to promote fire inspections in factories and stores. Workers organized and unorganized have benefited by her efforts.

Nevertheless if anyone, looking back on her brilliant record as Secretary of the Consumers' League of New York, later as Director of the New York Council of Organizations for War Service and finally as chairman of the State Industrial Board and Labor Commissioner, should gain the impression that Miss Perkins is an absolute and ardent feminist, concerned only with public service and ambitious for her career, they would be gravely at fault. Like many who are successful, she is something of a paradox. Essentially feminine, she is hardly a feminist, despite the fact that after her marriage to Paul C. Wilson in 1913 she

preferred to retain her own name. She explains that she feared lest her activities embarrass her husband, who was at that time financial adviser to John Purroy Mitchel, Mayor of New York City.

Although she can make a speech which few orators can equal, she is at the same time a brilliant conversationalist—an asset at any dinner table. An executive of rare ability, as a friend she yields an immediate response to old loyalties. A busy public official, she is a humorous and devoted comrade to her young daughter.

So strong is her belief that the happiest place for most women is in the home that she never recommends a public career. It is one of her favorite tenets that no woman with a family should seek a job which will not yield her sufficient salary to hire the best possible substitute in her home. "By that I do not mean merely a capable housekeeper or governess," she admonishes. "I mean being able to pay for outstanding ability if you must be away from your children the better part of every day. Only so can you satisfy yourself that you are not depriving them of what they have the right to demand."

In trying to describe her looks, someone once said of Miss Perkins that she belonged "to the round, not the long thin type of New Englander." That, like all generalizations, holds only a portion of the truth. Her soft brown hair shadows a pair of lovely eyes of brown shot through with changing lights. Her mobile tender mouth belongs to one who smiles often and happily. Her voice has none of the high nasal twang which was Calvin Coolidge's New England birthright. On the contrary, its quality is rich and warm, a valid indicator of her personality. She dresses with a careful distinction, often in brown or black and with a very sure understanding of what is

becoming. Because she knows and delights in fabrics, she chooses clothes of good materials, whether tweeds or silks. There is never a shoddy piece among them and she often deprecates the fact that their durable qualities tend to outlast the immediate demands of fashion.

Those who know the new Secretary best feel that she has an uncanny prescience on matters which may be expected to engage the public attention in the near future. As an example, long before anyone outside of a small group of social workers foresaw the effects of unemployment on the stamina of the nation, she recognized that unemployment insurance would soon come to have more than an academic interest for New York State. In 1930 she said to friends:

**I** believe that unemployment insurance bills will be offered in the Legislature before long and strongly supported. I want to make up my mind as to the wisest type of such legislation and to do that, I must know more about the actual working of the British Insurance Act on which many of our bills will be modeled. I intend to go to England and learn about it."

The Summer of 1931, therefore, saw her with her daughter in London, dividing her time between visits to the Tower, Westminster and other historical places and long hours spent either in the Ministry of Labour or sitting with higher officials as a guest on the Boards of Inquiry which implement the National Insurance Act.

On her return she collaborated with other experts in drafting a model unemployment insurance bill which differs radically in many respects from the British law and for which she has spoken gallantly on many occasions.

"How good a politician is she?" is a question always asked about a woman in public office. If by "politician" is meant being able to work with many types and classes of men, to see their points of view while preserving intact her own, then Frances Perkins is a "good politician." She accepts and endorses the party system, believing it presents the best working machinery through which this vast country can be governed. During the campaign last autumn, she was often chosen to address groups of Republican women to persuade them to vote for Roose-

velt and she never closed a speech to one of these audiences without receiving a spontaneous and generous meed of applause.

**B**ut there is one way in which Miss Perkins is not a "good politician." She has an invincible objection to all forms of personal publicity. Intellectually, she grants the right of a people to seek to know about the officials they elect

and internationally known in their respective fields; Mary Anderson, Director of the Bureau of Women in Industry, and Grace Abbott, Director of the Children's Bureau. She found there also the heads of other Bureaus of her Department which include Immigration, Employment and Labor Statistics. In the past three years Miss Perkins, as Commissioner of Labor for New York State, the greatest industrial state in the Union, has had several clashes with the findings on unemployment figures sent out by the Department and she has differed sharply with the Hoover program for employment agencies. She has definite ideas as to how the Federal employment service should be extended, strengthened and correlated with the State employment agencies, ideas which are typical of the constructive thinking which we may expect of her.

"It is time," she says, "that we had a nation-wide Federal employment system in which the States and local communities could cooperate with the Federal authorities. Not that the Federal government would displace the work of the States, but simply that it would set up standards for the States to follow. If workers are found in excess in one place, we can find out where they are most needed and fill in the gaps in excess of the local supply."

No one knows better than Frances Perkins the handicaps under which twelve million women are "gainfully employed" in the United States. Immigrants and their problems are familiar to her through her work in New York State. And for the first time, Miss Abbott in the Children's Bureau will have behind her as devoted a champion as even she could ask; while our children may rely on her to seek unceasingly to build up in them the qualities which will make fine citizens.

Frances Perkins would be the first to laugh if anyone called her "consecrated" or "a woman of destiny." But no one can know her well without recognizing that deep down within her is a strong feeling of dedication to her work, an almost mystic belief in the call of duty, and a firm religious sense derived perhaps from the Puritans who were among her ancestors. She has something of their fire and devotion to the right. It is a happy fortune that she has also been given this opportunity to serve the country which she so greatly loves.

## They Are Not Void

Choose words carefully.

Strong, steady words

Form the cornerstone of character.

Stinging words are like stones

Idly thrown into water:

During their flight they may wound someone  
And the widening ripple may touch two shores.

Heavy words drag like leaden weights:

Take care not to fasten them to a comrade.

Cold words are sharp steel

At the roots of friendship.

There are words as treacherous as quagmire.

Dragging and pulling:

And words as unreal as a mirage,

Leading you away from your goal.

Brave words are well-carved steps on

the mountainside.

Joyous words are winged;

The vibration of gladness remains on the air.

Compassionate words are as an oasis in

the desert;

Tender words are sun rays.

Choose words carefully.

—Eugenia T. Finn

to serve them; actually, she detests all mention of herself in the press and raises every obstacle she decently can to manifestations of personal réclame. She believes sincerely that her work, her public acts, all her official life should be open to every inquiry and to every reporter. But her family life, her personal friends, her amusements and interests, she says are the concern of no one but herself and she fights to keep them so. She refuses to cheapen herself with any form of spicy interview or sensational write-up. Her work is serious and important and she will talk about it to anyone who has the right to question. But she will not gossip openly about herself and she expects her friends to avoid doing so.

It is interesting to note that when Miss Perkins went to Washington last month she found in her Department and serving as her lieutenants two outstanding women, nationally

# Pity the Poor Consumer . . .

He pays and pays—so why should he not have some say in determining conditions of industry?

**A**merica waits, expectantly, for changes under the new Administration. Americans have been promised a "New Deal." Characteristically, each one of us has accepted that promise as a guarantee of improvement in his personal economic situation.

It is possible that we may expect too much from political pledges. It's easy to demand the impossible from our legislative and executive departments. No legislation and no executive action can effectively change the economic situation without widespread and intelligent cooperation. And cooperation, naturally, will come from those who can foresee direct economic advantage from any proposed change.

Depression and prosperity alike are rated in terms of individual fortune. Cooperative responsibility will be assumed in direct proportion to expected benefits.

In order to fix responsibility for cooperative support for a program of economic reorganization, it becomes necessary to determine who has most at stake in the national economic enterprise; who will derive most benefit from a sane and stabilized economic system.

Quite unexpectedly, I discovered who should logically assume such responsibility. I got a new slant on personal responsibility.

A busy housewife was summoned to the telephone. She, evidently, had been asked to order a winter's supply of a certain commodity in advance.

Her reply was a surprise to me.

She said, "We're buying from the Blank Company, this year. We appreciate your past courtesies, and we're sorry to deal with another firm. We believe, however, that the Blank Company's industrial and business policies are right. They benefit us as well as the Company and its employees. We cannot afford to patronize a company that is less progressive."

Here was food for thought. I asked myself, "Why not? Why shouldn't the Consumer assume responsibility for business and industrial regulation? The Consumer finances the economic organization. It's the Consumer who pays the bills."

Consumers, as a matter of fact, have been functioning as glorified shock-absorbers for the economic machine. They've taken the bumps and eased the machine into the low places. They've been absorbing maladjustments from industrial inequalities, from over-production, from under-production, from speculative jamborees, from tax-increases, from excessive tariffs. They've taken the jolts for a high-gearred machine, traveling at terrific speed. They find themselves exhausted and helpless in the present emergency.

Once they've realized the extent of their own infirmities, Consumers are

**Says**  
**Winifred Banner**

sure to become concerned about the condition of the machine. Ask themselves, "Can it stand the strain? How long will it be able to function without the stabilizing effect of widespread commodity consumption?"

The Consumer's problem is serious. It must be considered in all its phases, especially if the Consumer is to be charged with responsibility for economic change. It is safe to assert that when the Consumer understands the relation of his personal economic difficulties to the difficulties of the consuming group as a whole, immediate reorganization of the economic system will be demanded.

**C**onsumers are primarily concerned with prices. It is essential that they know the factors that enter into price fluctuations. If they would analyze price fluctuations before they rejoiced over rise or decline, determine the origin, Business would soon develop a conscience.

Consumers could determine whether a price decline came from wage-cuts that reduced the purchasing power of other consumers; whether reduction in price represented a cut in quality; whether it was due to unfair competition, with the inevitable compensating rise when the competitor had been forced out of business.

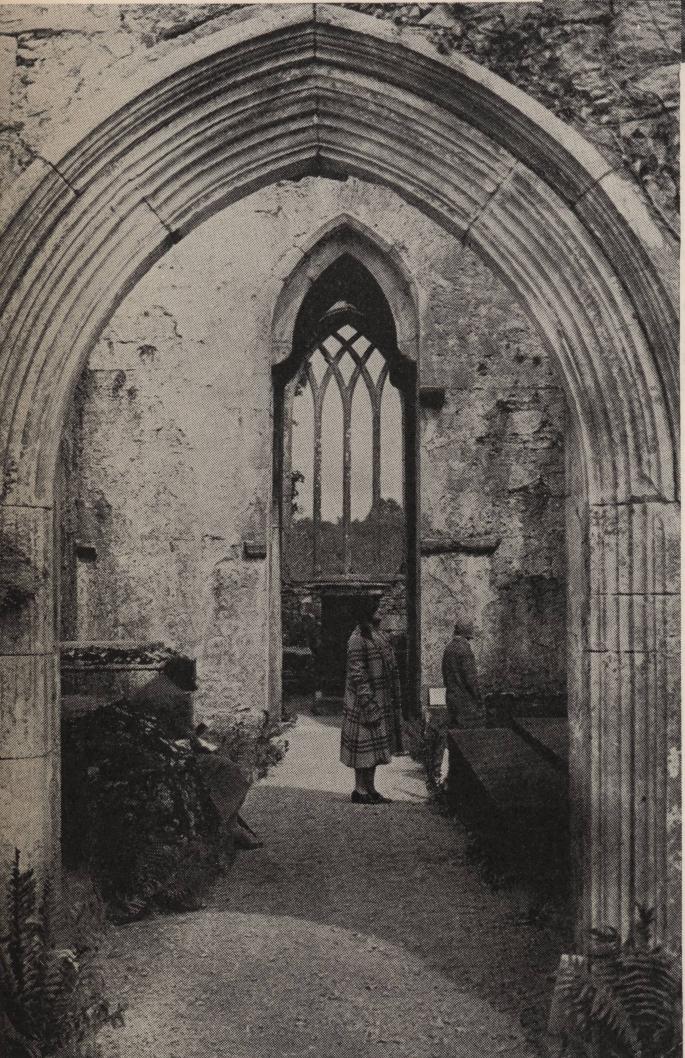
Consumers could learn, too, whether price fluctuations came from manipulation of necessary commodities, or from the working of fundamental economic law. They could

(Continued on page 155)



# Erin Go Bragh!

By  
**Agnes B. Chute-King**



London Midland and Scottish Railways

The famous ruins of Muckross Abbey in beautiful Killarney bear witness to the cultural glories of Ireland's past



The donkey milk carrier is a familiar sight in Killarney

**S**etting out in November for a sojourn in Ireland and its Western islands was "a venture or an insanity"—so prophesied solicitous friends. A stormy crossing and, at journey's end—what? Cold rainy weather—every sort of inconvenience and discomfort. But what happened? Warm weather, blue skies, smooth seas prevailed for six days. When we boarded the ferry in Cobh harbor at the chill hour of dawn, there was no rain and a light-weight coat was warm enough.

To be sure one misses, in a winter visit, Ireland's summer fields of scarlet poppies, its summer skies' mad melody of larks; one cannot breathe May's fragrant hawthorn blowing white along every highway and burreen, nor pluck lazy August's luscious fruit from tree branches against high garden walls. But, for the woman visitor, alive with interest in feminine progress, there is ample compensation. Invading tourist life has vanished; company strain in village and farmhouse cast off for the winter. In the cities, business and professional women are home from vacationing and wholeheartedly engaged in their various vocations. Truly can it be said the women of Ireland run the gamut of callings. On reflection, this is not strange, since Gaelic history shows that from dim pagan ages, the women of Erin were accorded voice in civic and domestic life, and in property rights affecting both freeholds and chattels. Perhaps it is this voluntary respect for women's rights in the home and in the nation that has practically outwitted divorce in Ireland.

I found women heading Medical Staffs; poring over Latin, Greek, Gaelic volumes in research work; designing and creating handmade jewelry of intricate pattern and exquisite charm; managing the manufacture and wholesale distribution of "Daly" bread; teaching normal students psychology through the difficult tongue of the Gael; spinning, weaving, toughening flannels in the humble cottages of the Gaeltacht regions; occupying chairs in the Universities of the land; managing hotels and department stores; sitting in the Senate, arguing pro and con some bill brought up from the Dail. (The Dail corresponds somewhat to our House.)

While in Cork, I devoted one memorable morning to St. Ita's School in Belgrave Place. This is the most strictly National girls' school in the country. Its owner and superintendent is Miss Mary McSwiney, remembered in America for her platform eloquence and command of history. She is recognized in her own land as leader of the extreme Republican Party, not to be bought nor budged from adherence to Dail-Eirinn's letter-of-the-law in pre-treaty days. Though a devout Catholic, well schooled in and faithful to the doctrines of that creed, she is nevertheless severely and publicly criticized by the Catholic Bishop of Cork, who is not a believer in Ireland's present struggle for independence.

Whether we agree or disagree with her views, Miss McSwiney's steadfastness serves this purpose—it contradicts the often expressed notion that women are too highly emotional, too swayed from purpose by emotion, to be entrusted with large legislative or executive functions. Piety's emotionalism does not confuse Miss McSwiney's principles of religion, neither does an Empire's condemnation nor her Bishop's public criticism swerve her from what she conceives to be sound principles of patriotism. If one were to express any opinion, it would be that she is too close an adherent to principle, or rather that her principle in both religion and patriotism are of a cast, exacting, unbending. It was in the classroom and Assembly Hall of St. Ita's that I came face to face with Miss McSwiney's startling projective power, infallible evidence of mastery as a teacher.

It was interesting to learn that in the famous Honan Chapel of Cork University, which is modeled after the twelfth century Cormac's Chapel and is Celtic throughout, many of the rarely beautiful windows were designed by a Dublin woman.

**K**erry county is Ireland's spoiled child, ravishingly beautiful but entirely too fond of weeping. You'll run into rain there winter or summer, but no one wants to miss Kerry's now rocky, now sandy jig-saw coast line, its glorious mountains, lakes, and storied ruins. Killarney is in Kerry. Valencia Island, where the Atlantic cable is laid, is off the shore of Kerry. Dr. Murphy-O'Driscoll, buoyant-hearted petite creature whose colorful career evidences an indomitable will-power and courage, is general practitioner and surgeon there. If from some poor cottage on the mainland, a suffering mother or sick child calls for her aid, no seas run too high for her to cross.

Teresa Brayton's *Labor's Heritage* was fresh from the Press when I called on her at her Bray home. Bray is a little Atlantic City south of Dublin. This poet, whose songs have stirred men to deeds of valor and coaxed cowards

nigh unto the warming fires of patriotism, as hostess, gave my spirit the same comfortable feel that old shoes give tired soles. She served "tea for two" and began such informal happy questioning about my winter journeys in her land and friends in America that I quite forgot the greatness her sweet graciousness veiled.

"You have heard," said I, "how your poetic cry from the heart of labor has every one talking about you in Dublin town?"

**A**bout me? And there are so many better ones to talk about. . . . How did I happen to write it? I think it wrote itself. The thought has been living with me a long time and suddenly it decided to go forth into the world. It knew just what baggage of words it wanted and gave me small packing trouble. These grand old mountains and the mighty sea do much to stimulate thinking . . . Thinking," she repeated. "How badly we need plain, honest, charitable, constructive thinking in the world today!"

On the way back to Dublin, lines from her powerful poem kept sounding in my heart, and in them was the calm steadfastness of the mountains and the wide horizon and moving energy of the sea.

It was some days later that I visited St. Ultan's Hospital, in Charlemont Street—an institution unique in that it is an all-woman's project. The chairman of its Medical Board is Dr. Kathleen Lynn, a cheerful, rosy-cheeked woman with appealing eyes, whose love is sick babies and whose passion is well ones. Like a ray of sunshine, she entered the Secretary's office and compacted into the few moments at her disposal much enlightenment concerning the Hospital's beginning and rapid growth.

"The American Hospitals, medical world and laymen have been so kind to us, so helpful," she said. Being due then in the operating room, she left me to the very satisfying care of Miss French-Mullins, who conducted me through the building, calling my attention to the motherliness of the nurses and to improvements installed in the new wing—vita-glass windows, and lighting flush with the ceiling. It was the diet kitchen that won me. Bottles, bottles, bottles, an infant's name on every one and in every one a different formula of food.

(Continued on page 157)

London Midlands and Scottish Railways



Where the Kilbromey River winds through Ross Trevor in County Down, this pleasant setting greets the eye

# Modern Woman--Myth

As she achieves intellectual courage, woman gives promise of genius. If, at last, she decides to keep her promises, she may become the hope of a discouraged world

**I**s there a modern woman? There should be. It is rumored that Adam discovered one even in his remote day, but perhaps he was the victim of that gossip to which all prominent men are subjected. It is said that Adam married two wives: Lilith, the dream-spirit of the night, and Eve, the mother of all living. This may not be true, but there is profound wisdom in the tradition. Women have always been of these two sorts, and simple-minded man has never decided which one bewildered and delighted him most. Adam and other early Christians married them both; but that easy solution is denied modern man, for subsequent complications have discouraged the practice.

An old *fabliau* of mediaeval France gives us an excellent personality study of Eve.

It seems that God very inconsiderately called on her upon a day when she was "not at home." Being "out" is not a good excuse to offer an omniscient guest, so she had to let Him in, notwithstanding it was the afternoon off for both the nurse and maid. The house was in a terrible condition, the children were dirty and unkempt. Moreover, since God was a bachelor and presumably didn't understand about things, Eve had long been trying to suppress the fact that she had been an over-enthusiastic mother. It

wasn't her fault, and she'd often told Adam so. Adam had mighty little accurate information on the subject and so he had not disputed the matter with her. He had heard things, but he didn't really know.

However, the consciousness of her own innocence didn't help any with God at the door, so Eve quickly hid the worst-looking of her children and let God in. Some of the children were under the hay, some under the straw and chaff, (they kept such things in the house in those days), some in the chimney and some in a tub of malt; but the best-looking she kept by her. God told her that He had come especially to see the children and to grade them in their different ranks. So she set them before Him in the order of their ages. One was made a king, another a duke, another an earl, another a viscount, *und so weiter*. But her mother-love got the better of Eve, so she trotted out the rest of the brood. Naturally, their looks had not been improved by the manner of their concealment. Our Lady would perhaps have understood, but God was only a Father. He was disgusted.

"None," He said, "can make a vessel of silver out of an earthen pitcher, or goodly silk out of a goat's fleece, or a bright sword out of a cow's tail; neither will I, though I can, make a noble gentleman out of a vile villain. You shall all be ploughmen and tillers of the ground, to keep oxen and hogs, to dig and delve, and hedge and dike, and in this wise shall ye live in endless servitude. Even the townsmen shall laugh you to scorn; yet some of you shall be allowed to dwell in cities, and shall be admitted to such occupations as those of makers of puddings, butchers, cobblers, tinkers, costard-mongers,



The Eves have little to do, what with vacuum-cleaners, electric dish washers, ready-to-wear clothing, and no children

# or Reality?

By Wells Wells

hostlers or daubers. . . ."

Now, when Lilith heard what had happened, she laughed merrily, and, being a good-natured creature with no cares of her own, she offered to help Eve out. For Eve, being a faithful mother and a hard-working woman, felt that she should devote special attention to her less favored children. And so it has been ever since, that Lilith has been the woman for kings and princes and those upon whom fortune has smiled. Lilith has always been up-to-date, having little else to do, while Eve has shown her appreciation of Lilith's goodness in taking the children she has least understood off her hands. On the whole, the arrangement has been satisfactory. Eve has trained the servants and seamstresses, the ploughmen and peasants, who have made it possible for Lilith to concentrate upon higher things. Not every woman can be modern.

**B**ut the times have become difficult, sadly upsetting the admirable scheme which these excellent women designed so long ago. Everything is scrambled. Some of her children had inventive minds and Eve, always impulsive, encouraged them to make curious devices to make work easy and things cheap. Lilith was delighted, for the machines were quite up-to-date and some of the interesting inventors almost qualified for her approval. Nobody knows just how everything went topsy-turvy; but kings became ploughmen and princes married shopkeepers' daughters.

It has become very complicated to be modern, especially for women. By a strange sequence of events, not necessary to explain here, the Liliths have had to find work, while the Eves have little to do,—what with vacuum-cleaners, electric dishwashers, ready-to-wear clothing and no children. Times were never so modern nor so bewildering to all women.

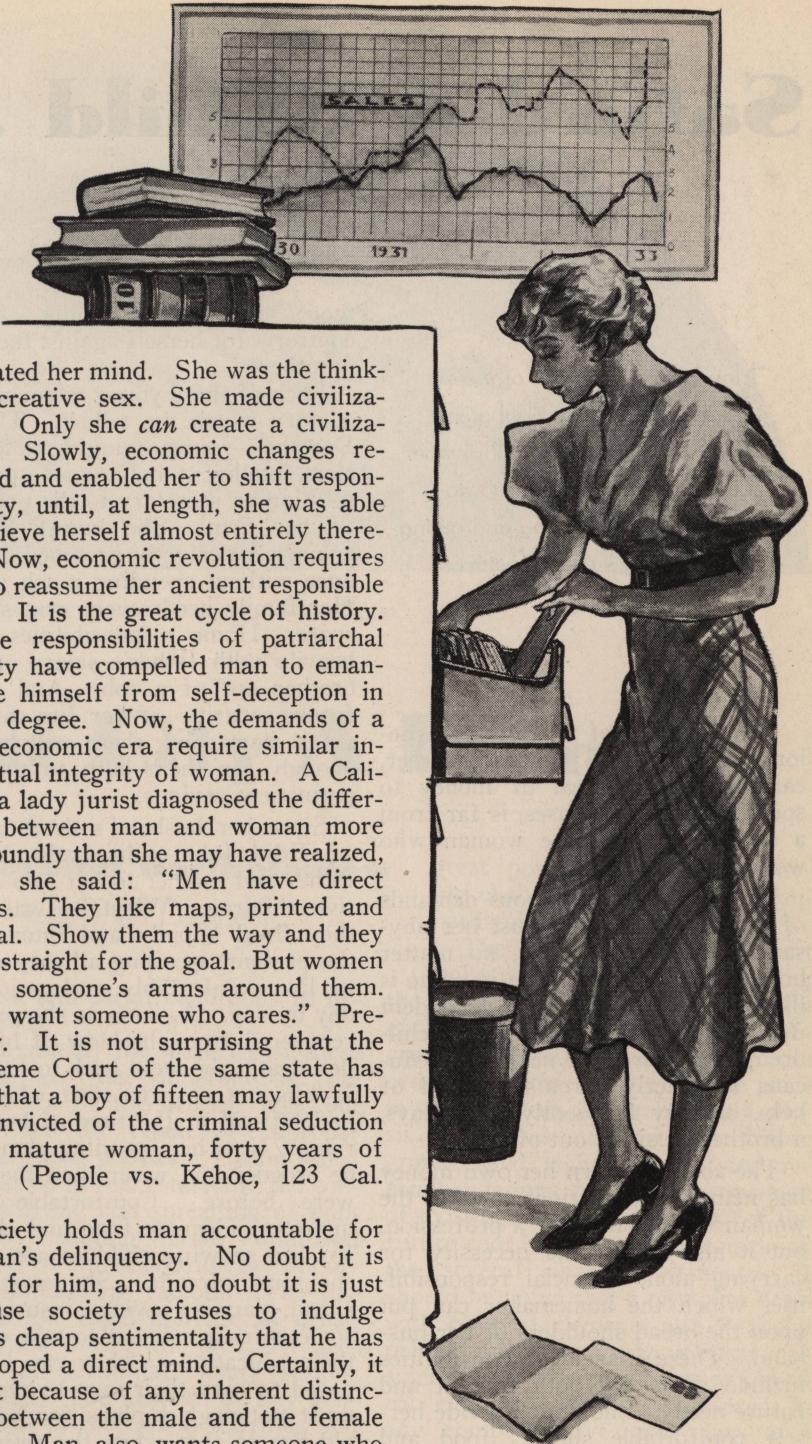
It should long ago have been apparent that woman's true liberty consists in the emancipation of her mind. Through prehistoric ages, her self-reliant responsibility as the centre of the family unit, imposing perhaps physical hardship, nevertheless and thereby

liberated her mind. She was the thinking, creative sex. She made civilization. Only she can create a civilization. Slowly, economic changes required and enabled her to shift responsibility, until, at length, she was able to relieve herself almost entirely thereof. Now, economic revolution requires her to reassume her ancient responsible rôle. It is the great cycle of history.

The responsibilities of patriarchal society have compelled man to emancipate himself from self-deception in some degree. Now, the demands of a new economic era require similar intellectual integrity of woman. A California lady jurist diagnosed the difference between man and woman more profoundly than she may have realized, when she said: "Men have direct minds. They like maps, printed and mental. Show them the way and they head straight for the goal. But women want someone's arms around them. They want someone who cares." Precisely. It is not surprising that the Supreme Court of the same state has held that a boy of fifteen may lawfully be convicted of the criminal seduction of a mature woman, forty years of age. (People vs. Kehoe, 123 Cal. 224.)

Society holds man accountable for woman's delinquency. No doubt it is good for him, and no doubt it is just because society refuses to indulge man's cheap sentimentality that he has developed a direct mind. Certainly, it is not because of any inherent distinction between the male and the female brain. Man, also, wants someone who cares; but even lonely, blind Milton and poor, drunken Robbie had to face the gaff. Who believes that we should have had *Paradise Lost* or *Cotter's Saturday Night* if such as they had permitted the weak desire for soft security to dominate their lives?

Woman has evolved an obedient mind. Therein lies both strength and weakness, for an obedient mind is not always a disciplined mind. Woman's obedient mind does exactly what she directs it to do. It believes anything she wants it to believe. Couple such a mind with intellectual and social irresponsibility and the result is a full (Continued on page 144)



The Liliths, by a strange sequence of events, have had to find work. Times were never so bewildering to all women

Drawings by  
Martha E. Moore

# Saturday's Child . . .

By Bernice Dodge

"Monday's child is fair of face,  
Tuesday's child is full of grace;  
Wednesday's child is full of woe,  
Thursday's child has far to go—  
Friday's child is loving and giving,  
But Saturday's child must work  
for her living!"

**T**he picture of a carefree bachelor girl who gaily pursues a career, earning a great deal of money to spend just as she pleases, is far from a true likeness of the woman who works for a living.

The insistent, continuous demands of any daily work exhaust her physical and mental energy, no matter how much she may enjoy it. She is likely to have some one dependent upon her; if it is not her own children, then there is a nephew to educate, or elderly parents in need of help, or very frequently these days, a brother or sister out of a job.

The ability to earn her own money has many compensations to offer the woman in a business or a profession, but it also brings the necessity for carrying alone financial responsibilities which the homemaker can put upon the broad shoulders of her husband. These financial responsibilities include plans for both present and future needs. She must provide herself comfortable shelter, food and recreation to keep her fit for her job, and suitable clothing. She must furnish the necessary allowance for those dependent upon her. In addition she must put aside savings for the possible emergencies of illness or unemployment which she has to face alone, and for the inevitable time when her earning power will be gone.

All this takes thoughtful planning. The resulting apportionment of income will not be exactly the same in any two cases. It will be the result of a constant weighing of relative values, balancing present needs against provision for the future, more convenient living quarters against

more expensive clothing, greater comforts for herself against the needs of others.

Each of these young women makes a story worth the telling. There is Dorothy—young, stunning to look at, alert, intelligent, holding a responsible position as secretary to the president of her firm. She knows how to achieve a perfectly groomed appearance without spending much money. Her family needs every cent she can spare. Home responsibilities weigh heavily with father's salary cut and brother out of a job. And as for future security—if her Jim can only get a start soon, there will be time enough for them both to think of permanent savings.

Since her husband's death a year ago Edith Johnson has had to be both father and mother to her two attractive children. When he was alive, they lived happily and intensely in the present, spending all they earned to live comfortably and enjoy life day by day. As soon as she partially recovered from the blow of his sudden death, she went back to teaching. It was not easy to start where she had left off at the time of her marriage. Now her spending plans must be broader and wiser than they ever were before. Comfortable living quarters, adequate food and clothing for her growing children are not all she must provide. She must think ahead, planning savings, insurance, or some safe investment to take care of their education so they can be prepared to earn their own living. She must not neglect plans for her own old age so that when the retirement age comes she will not be a burden. All this, on a much reduced income, requires ingenuity and patience, self-sacrifice and a fine courage to carry on.

Elizabeth, brilliant, successful, earning a salary above the average, appears to be entirely wrapped up in her profession. Money would be the last thing you would expect to worry her. But her closest friends know that she puts away a sizable sum every month toward "that helpless old age I hope I won't live to see," as she phrases it, and that she sends another generous

check to the young nephew struggling through medical school, saying, "he is a good investment—and they are scarce these days." She is always helping someone in need. Living on what is left, she sometimes has money enough to buy a new hat or dress. When she doesn't have it, she wears the old ones, and her friends excuse her appearance because she is a genius in her profession, with a personality charming enough to overshadow everything else.

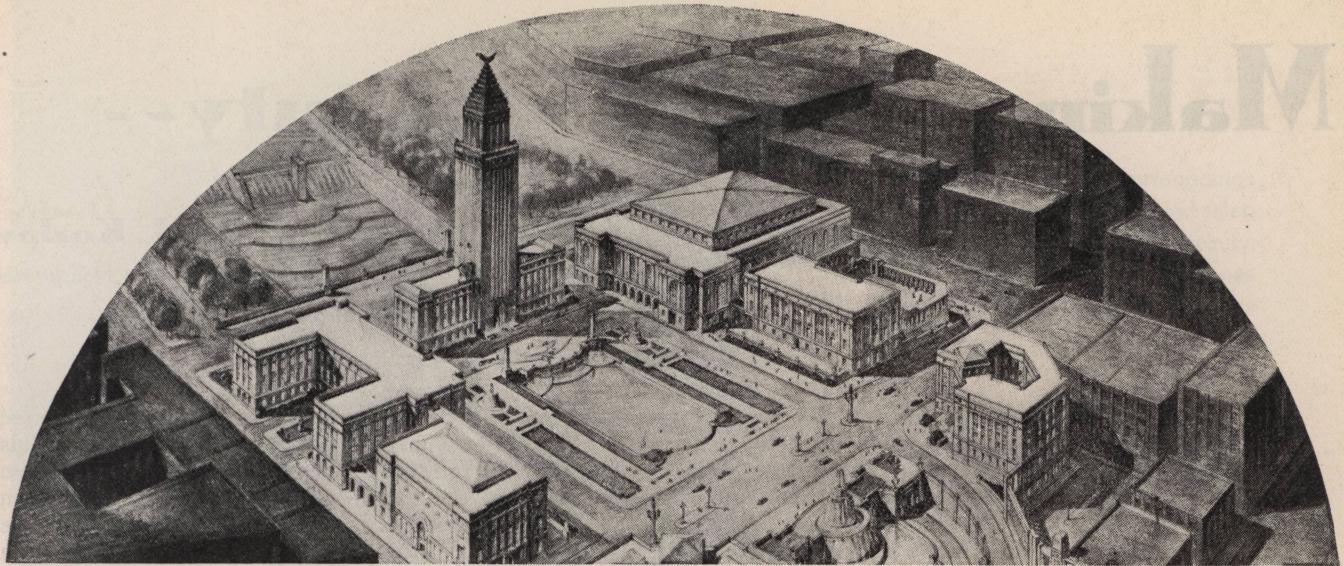
The independent woman needs a plan for spending wisely as much as does her sister with a family. She cannot afford to be distracted from her work by worries over how to make ends meet.

**T**here is no ready-made budget plan, a set of convenient pigeonholes, into which any income can be fitted. The income establishes the spending limit, but within that limit, expenditures may be shifted about in any way that will secure the most benefit in a given set of circumstances.

To make her own spending plan, the business woman will do well to enter first her probable income on a chart like the one reproduced at the end of this article. This spreads all the months out before her. If she has interest on investments coming due at certain periods, this will be added to the income for those months. This figure at the foot of each month's column is the sum of all the expenditures to be entered above it.

In thinking over the expenses for the coming year, they divide themselves into two main groups. First there are the ones that are arranged for in advance and paid regularly every week or month, or at a specific time during the year. Among these fixed expenses are apartment or room rent, or perhaps board and room charged together. If there is extra charge for telephone or gas and electricity or use of the laundry, that may as well be added in as part of the shelter cost, in this preliminary plan. This figure will be entered under "shelter" for each month. If it is a weekly payment, the calendar will show which months have five Saturday

(Continued on page 145)



Proposed Civic Center, Rochester, New York

# Has Your City A Plan?

Several books and countless articles have been written concerning the ills and defects of the modern American city. Surely some basis exists for these criticisms, and a critical though brief examination of almost any urban area will substantiate the majority of such criticisms. What are some of the more common physical defects encountered in the modern city?

Probably the most common defect is traffic congestion caused by narrow, indirect streets. It has been conservatively estimated that the cost of delays and inconveniences resulting from traffic congestion when translated into financial terms amounts to a great many million dollars annually. The intermingling of property uses, such as industries, stores, apartments and other forms of dwellings is another unsatisfactory condition. It is true also that nearly every city has an inadequate amount of park and playground area which, for the most part, is poorly distributed in relation to population.

From an esthetic standpoint the city is probably the most unattractive product of man's creation. Large areas around the business district as well as along the more important thoroughfares contain obsolete and dilapidated structures. The majority of streets are not properly planted with trees, shrubs or grass. At present, attention is being focused upon high municipal taxes which are too largely the result of uneconomical

**By Harland Bartholomew**

City Plan Engineer

physical and social conditions in urban areas.

Undoubtedly the majority of these defects are not inherent in the basic form of the average city, but rather are the result of improper practices and policies. Uncontrolled speculation in real estate and the constant shifting and spreading of population resulting from improved methods of transportation are important contributing factors. The unguided, but rapid increase in urban population during the past few decades has introduced many serious problems. The absence of any general plan to coordinate activities and guide the future growth and improvement of the city toward a definite goal is clearly evident.

Every successful industrial organization adopts a plan which serves as a general guide in deciding upon specific policies or in making expenditures for permanent improvements. Is not the conduct of municipal business just as important and involved as that of an industrial or commercial organization? A *laissez faire* policy concerning municipal growth is bound to become unsatisfactory. While planning is not, *per se*, a panacea for all ills, it has many advantages and affords

great potentialities for improving chaotic conditions and eliminating future mistakes.

The modern city plan is not only concerned with improving the city's appearance. It is equally concerned with improving its efficiency and with developing a more orderly, healthful and desirable place in which to live. It involves an analysis of the past and probable future growth, and includes plans and recommendations for the improvement of existing defects as well as for the future coordination and expansion of the several physical elements. It should be noted that a city plan deals with physical elements and financial policies rather than with political considerations. The six phases or physical elements usually considered in any comprehensive city plan, are: Major Streets, Transportation, Transit, Zoning, Recreation, and Civic Art or Public Buildings. A brief discussion will indicate the scope of the different elements and how they should be coordinated.

Major Streets constitute the basic framework of the city's structure, and it is essential that this framework be adequate for present as well as for future needs. The city plan selects routes which are, or will be, best suited as heavy duty thoroughfares, and suggests such widenings, connections, extensions, and other improvements along these routes as will enable the free movement of

(Continued on page 158)

# Making a Job of Beauty--

With ninety per cent of beauty establishments under feminine ownership or management, this field offers many opportunities

**By Hazel L. Kozlay**

Editor, *The American Hairdresser*

**F**ew of us would care to admit, even if we are in a position to do so, that we remember the time when an invitation to a social function heralded a request to François the hairdresser that he sally forth that afternoon to come to the boudoir and dress one's hair mountainously. For now, neither the social affair nor the services of the hairdresser is an occasion. Both are part of everyday life.

As I am not discussing social occasions, however, but beauty services, let me record right now these differences: that the present-day hairdresser seldom comes to milady's apartment to exercise his art; that we women today do not have merely a hairdress, but also a shampoo, a hair treatment, a rinse, a manicure, a facial, a permanent wave, and perhaps a hair trim, an eyebrow arch, a make-up—and we have them as regularly as clockwork; that we deal with not just "a hairdresser," but a business establishment of often huge proportions; and, lastly, it is now rarely "François" who serves us, but usually plain "Miss Brown."

The young girl who today steps up to her parents—they do now, you know—and announces "I am going to learn the beauty business," displays the foresight of the modern sophisticate. She has looked ahead—to the ideal of every independent-minded person—a business of her own.

While women are now accepted in executive capacities quite as a matter of course, the fields are still limited in which it is feasible for them to head their own organizations and be known as the owners. Beauty cultivation is probably the outstanding example of a field in which women may actually own and operate their own businesses to advantage. Approximately ninety per cent of the beauty establishments in this country are under feminine régime. About a reverse ratio holds true in Europe, we would say. In the larger centers in the United States, with New York City as the key point, the small percentage of male owners is fairly well concentrated, and one seldom comes across men owners or operators in the towns and rural districts. And this feminine ownership does not stop with the beauty shop itself, but extends into the schools and even into the wholesale supply divisions.

This same young girl we have met stepping out into the world as one of its independent workers also has taken into account the fact that beauty cultivation, in all its branches, now is recognized as the fourth largest industry in the world. And, considering the predominance of women stockholders and workers, it is a recognition of which women can be justly proud.

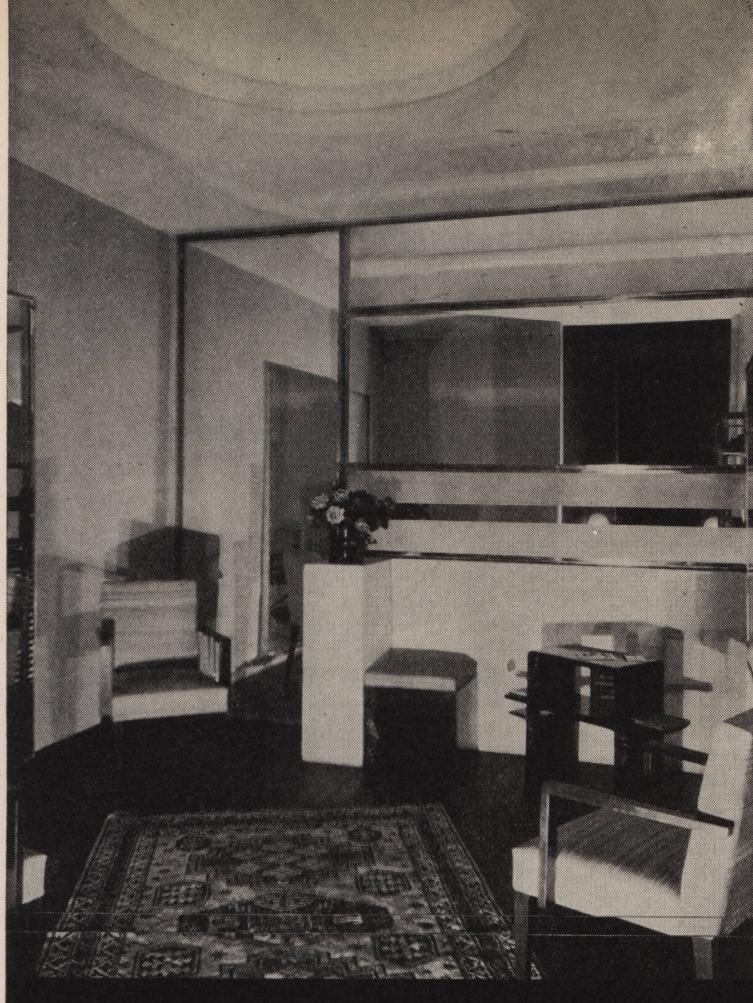
Nor is there any apparent limit on the property holdings. Beauty establishments today range from the class of the small neighborhood shop with only a couple of operators to the \$250,000 salon in which every service for the promotion of beauty, from hair waving down to chiropody is offered in the most businesslike manner and amid the most luxurious surroundings imaginable. Few beauty salons of the present day fail to offer a complete service in every phase of beauty development, some even including body massage and exercise, beauty baths, skin peeling, and direct contact with a plastic surgeon if one is not actually on the premises.

Shades of François with his marcel iron and his bottle of brilliantine!

Such a physical service as beauty culture naturally has placed its practitioners in the classification of professional workers—even though the establishments themselves do rank as big business—and thus regulation has been found necessary. Twenty-five states of the Union and one territory

Madame Helena Rubinstein employs many women in Europe and the United States





Courtesy Madame Poyot, Paris

now have laws requiring certain standards of general education and of study and practice in beauty work before an examination and license can be requested. Hawaii, which boasts some excellent shops run by American women, is the territory regulated, and the states are Arizona, Arkansas, California, Colorado, Connecticut, Idaho, Illinois, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, Rhode Island, South Dakota, Utah, Washington and Wisconsin. Other states are presenting their legislative bodies with bills regulating this service, and many are pending at the moment of writing.

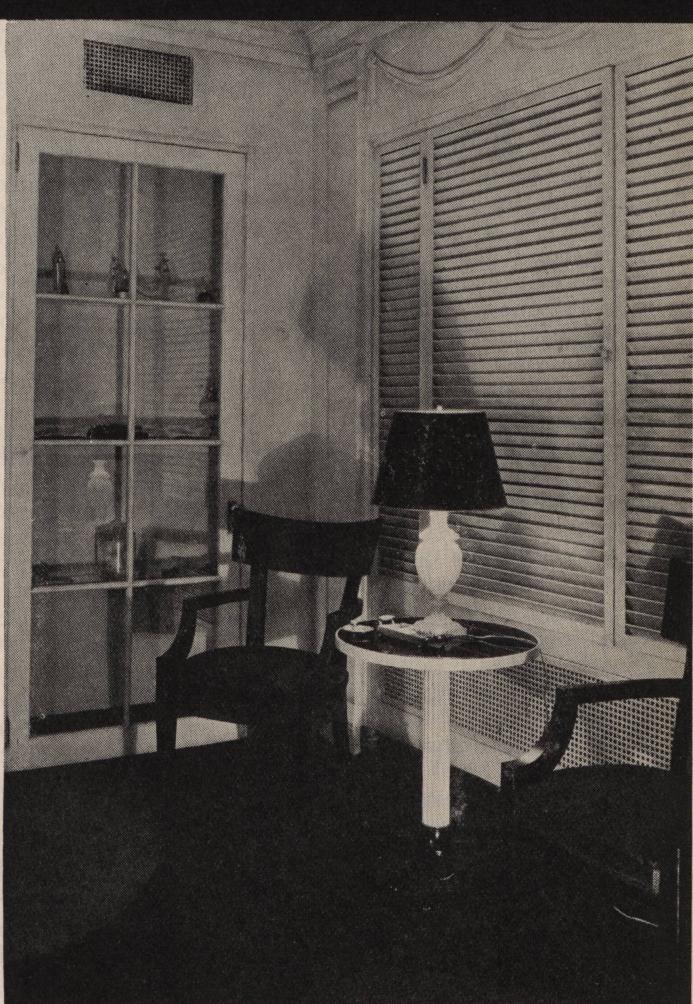
These laws have accomplished much in checking an influx of undesirables into the business. The majority require at least an equivalent of an eighth grade grammar school education before entering, and the hours of professional training vary from 400 in Nevada up to 2100 in Connecticut, which time of course must be spent in a recognized school. Certain sanitary observances, necessary in such service, also are required. These regulations have done much to assure the protection of customers, which is their primary object.

The practical-minded girl wants to know immediately what openings there are and the remuneration attached to them in this type of work. Manicurists may earn anywhere from five to twenty-five dollars a week, and in the better shops,

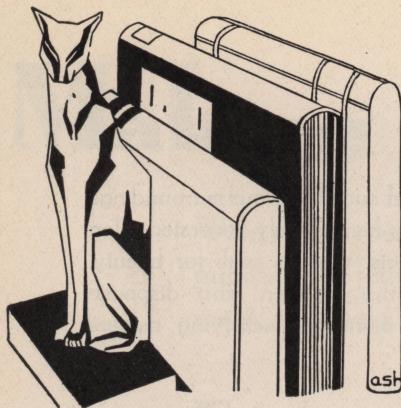
*(Continued on page 154)*

**A**mid such luxurious surroundings as this handsomely decorated salon in Paris, women seek for beauty, and the women who dispense it to them find satisfying careers

**F**ew beauty salons of the present day fail to offer a complete service in every phase of beauty development, and some of them even include massage and plastic surgery



Courtesy Michael of the Waldorf



# The Business Woman's Bookshelf

By Ann Sprague MacDonald

**A**mericans will consider Franklin D. Roosevelt's *Looking Forward* (John Day), the most vitally important book of the year, because in it their President sets forth his economic creed and his program for the New Deal. Not politics, but government, not parties but universal principles, is the subject of his book, as Mr. Roosevelt emphatically states in his masterly preface.

*Looking Forward* tells us just where Mr. Roosevelt stands on every important national question, and just how he proposes to attack each one. He intends that everyone shall understand him clearly, and his prose, simple, terse, direct, admirably conveys his meaning to even the most untutored. If he is leading an army against depression and its causes, he is not planning his attack in secret conclave with his staff-officers,—every private in the ranks knows just where the leader stands. This is democracy at its best, the democracy of the thoroughbred. It is a unique adventure in the history of our presidents, but one which should be fruitful in responsive cooperation from his countrymen.

The present volume is a compilation from many articles written and speeches made by Mr. Roosevelt prior to March 1, 1933, with additions which bind the material together as a whole. The last chapter contains his Inaugural Address.

After two general introductory chapters: Reappraisal of Values and Need for Economic Planning, Mr. Roosevelt takes up every vital problem now confronting us. The following chapter-heads show the broad scope of this unique volume: State Planning for Land Utilization; Reorganization of Government: Expenditure and Taxation; What About Agriculture?; The Power Issue; The Railroads; The Tariff; Judicial Reforms; Crime and Criminals; Banking and Speculation; Holding Companies; National and International Unity.

When we finish the book we have

a very complete grasp of the present situation in the United States. We have, too, Mr. Roosevelt's plans for immediate emergency alleviation of our most pressing troubles and his intentions for a gradual, solid, up-building of our governmental structure along modern, progressive lines for the social and economic betterment of us all.

As Mr. Roosevelt points out, pioneer America has passed, we must go forward through a period of experimentation. Some of the plans tried will necessarily go awry. Americans are resourceful, and if one solution does not work out another can be tried. The point is, to try something. With the courage of the young.

This seems to me rather splendid, for it means that the pioneer American spirit has not passed. If our forefathers, planned, built, dared, made their United States, we moderns can carry on and build ours. Economic Planning may seem a singularly unromantic banner to lead the fight for a New Deal,—but is it? For this, in Mr. Roosevelt's inspiring words, is the goal of the New Deal: "I believe that our industrial and economic system is made for individual men and women and not individual men and women for the benefit of the system. . . . We must get back to first principles: we must make American individualism what it was intended to be—equality of opportunity for all, the right of exploitation for none." "The Declaration of Independence discusses the problem of government in terms of a contract. The final term of that high contract was for liberty and the pursuit of happiness." That same contract is valid today, and Mr. Roosevelt pledges himself to carry it out.

The Book of the Month choice for March is a really important novel, *South Moon Under*, by Marjorie Kinnan Rawlings (Scribner's).

The action of the story passes in

the "Scrub" of Florida, a backwater practically unknown to the rest of America. The author may be said to have opened up a virgin region to her readers. The "scrub" is river-bounded and indented—a land of stunted, impenetrable pine-trees, of small game, rattlesnakes, alligators. There are occasional "Hummocks," grassy oases, where the soil can be tilled and where humans can live. Its inhabitants are primitive folk, in ways and in speech akin to the mountaineers of Kentucky and the Carolinas. They are in no sense degenerate, on the contrary they are hard-working, resourceful and brave. Their speech is racy, sometimes picturesque, though it has not the striking quality, the vigorous beauty of the regional dialect set forth, for instance, in Percy Mackaye's *This Fine Pretty World*, and which is equalled only by Synge. But it is the people of *South Moon Under* who interest us and hold our enchain'd attention to the end.

The plot itself is slight and offers little that is new, though we do not feel this, since the place and the people lend freshness and vitality to a well-worn theme.

Old man Lantry is a fugitive from justice since he has slain a "reveno'er" back in the state whence he comes. He is always obsessed by the fear that the law will overtake him and his life is conditioned by this fear—ungrounded, since he is never found out and dies peacefully in his bed. He marries a Florida woman and retreats with her and his family into the heart of the "Scrub." The narrative focuses upon him, upon his daughter, Py'tee (Piety) and her son, Lant Jacklin. Piety loves the Scrub, learns its secrets as she works its soil. This passion she hands on to her boy, Lant, who is born, it almost seems, master of this strange, mysterious region, so instinctive is his knowledge of it.

But he inherits too, his grandfather's burden of fear. Lant also

(Continued on page 158)

# How Shall We Educate Girls for Business Today?

By Elizabeth K. Van Alstyne

**T**here is no short cut to an education. Whether it be gained by trial and error in a job or through training in a school, the essentials are the same: a purpose, the will to work, and capacity or horse-power enough to carry the load. Leaders in business life are likely to be in the future, as in the past, those individuals who can bring to concrete problems imagination, practical knowledge, initiative, personality and plain hard work.

## A GOAL IS ESSENTIAL

The world is still full of square pegs in round holes, yet what has been done to diminish the number thrown by circumstances into this unfortunate position?

Until recently little scientific material has been available to help young people in choosing a career, but the fact that comprehensive records are now being kept holds great promise for the future. It is the very common failure of parents to realize that their children's endowments may differ greatly from their own, and that they may have none of the qualifications necessary for success in the work which so keenly interests the parent.

Consequently many children go through school and college with only the vaguest notion of what it is they are being educated *to do*. They aim at nothing in particular and frequently arrive just there. While of course nothing learned is ever wasted, time is wasted and at the most impressionable period in their lives.

It is of vital importance that children be given the best help possible, as early as possible, in planning their careers.

## WILLINGNESS TO WORK

Those people work most willingly who see their objectives most clearly. This willingness to work is a happy mental attitude re-

sulting almost invariably from proper training and good health.

People with trained imaginations, who are able to see clearly a desirable finished product, and to work

attempt to help the student discover her most fundamental assets.

The most fundamental asset in business life today is a well-rounded character. The importance of the

character of the individual in determining the outcome of events has been recognized as far back as history can record. This fact should not be lost sight of in the complexity of modern problems. Whatever tends to develop a sound personality—a woman well developed physically, emotionally and intelligently, is adequate training for the business woman of today and tomorrow.

## HEALTH IS TRUE WEALTH

The answer given here is based on the findings of a special Sub-committee of the National Research Committee, appointed to determine what should enter into sound training for the modern business woman. Under the chairmanship of Miss Mary E. Dillon, President of the Brooklyn Borough Gas Company, the committee was composed of the following members: Mrs. Anna Lalor Burdick, Miss Lillie R. Ernst, Miss Mary Lewis, Dr. Florence May Morse, and Mrs. Ora H. Snyder. This article was written with the editorial assistance of Miss Jane Callaghan of Miss Dillon's staff

out the various steps necessary to its completion, and who in addition have sufficient self-control to stick to a thing until it is finished, are those who work most happily, and usually accomplish most.

## CAPACITY PLUS CHARACTER

One may have a clearly defined purpose, and the greatest willingness to work, but if the capacity required—physical, mental and emotional, is lacking, little can be accomplished.

The qualities essential to adequacy and success in business vary with the kind of career a woman chooses. Different combinations of personal qualities fit individuals for different types of occupations. No educational program should, therefore, attempt to standardize its students, but rather

good health can hardly be over-emphasized or re-stated too often. With the growing tendency of the business of the country to center in large cities, where space, light and air are limited, as well as the opportunities for physical exercise, the importance of bringing to business the best possible physique and health habits cannot be stressed too strongly. The responsibility for this development rests squarely on the shoulders of those in charge of the child's early training.

Women should be taught from early childhood to know the structure, the proper use and the limitations of their physical machine. Without this knowledge only the few who have been exceptionally happily endowed by nature, will be able to stand up

(Continued on page 148)



Courtesy Du Pont Acetate

Simplicity is the keynote of this gown in dull Acetate

**N**o more parades" is never the slogan when it comes to the annual Easter procession. It is not extravagance that makes the feminine fancy turn to new clothes in the Spring, but the very practical problem of having at least one new outfit that will answer the season's requirements and the changing moods of the weather.

Whatever sacrifices must be made to make budgets conform to new standards of income, the business woman knows that her clothes demands continue very much the same. She must still appear smartly dressed. She must still be ever radiantly and impeccably groomed. And she must still have clothes appropriate for the various occasions of a business job today.

Fortunately, good clothes are cheaper than they have ever been in the history of ready-made apparel. It is a fact that for a ten-dollar bill, you can buy charming, well-made, nicely designed silk frocks. For \$25 and \$29.75, you can find really distinctive, unusual dresses—exactly as charming as any you might get in Paris unless you could afford the important couturiers. And at around \$50 you should be able to find a thoroughly satisfactory coat—with sports coats, capes and swag-ger coats easily tempting at very much less.

All that is needed, then, today—to be really nicely dressed—is the cultivation of taste in clothes

—that perfect state of really knowing what you like. Since the stock of any shop is so amazingly varied, you should be able to indulge yourself in the colors, the lines, the type of clothes you like best. There is no excuse for sighing about a purple dress or a golden, wheat-yellow evening gown. Nine chances out of ten, they are both right now hanging on the racks of the most enterprising store in your town.

However, let me give you a word of warning. It's a job to try to dress individually. It will take time and energy spent in shop-hunting. The easiest thing (and by far the most economical thing!) is to ride along on the current of the accepted fashions. This makes the buying of hats and accessories simpler; allows you to take advantage of your best stores' special sales; and assures you a certain smartness, which, with more experimental fashions, is often dubious.

For instance, this season, good old navy blue is a fine example. According to reports from Paris and New York, the whole world is going in for navy blue this spring and summer. Gloves, shoes, hats, bags—every kind of accessory has been designed and made to follow this expected vogue for navy. Now, for business women navy is an excellent color. It is youthful and

(Continued on page 156)

**Says**

**Jane Pennyfield--**

"Suits and capes will head the procession, and blue and gray bid fair to be the winning colors. Watch for English tweeds, home-spuns and woollens—don't miss the mannish tailored suit with contrasting skirt"



Courtesy Russek's—Fifth Avenue



The cutaway and striped trousers of a man's formal morning clothes inspired this suit with its jaunty lapels, black satin braid trimming and striped wool skirt

An interesting new note is the cartridge shoulder in this wool coat, which has lapels faced with the same pin-dot silk of the frock and Ascot scarf

# Springtime At Its Face Value

April means Easter—Spring—a period of renewal. The trees take on a new tinge, the grass is soft green velvet underfoot, and the rotogravure sections burst forth with their perennial display of cherry blossoms in Washington. In the shops are tempting displays of new spring clothes and hats, but their newness merely serves to accentuate the dull sallow look of our winter complexions. One can imagine Eve, wishing she could shed her skin, like the serpent! Perhaps she didn't realize, as we do now, that the skin is a living, growing organism, changing every day, peeling off layer after layer, throwing off impurities, and responding gratefully to intelligent and regular care.

Most of our facial troubles come from a dry skin, for an oily skin does not have a tendency to wrinkle so early, though it may be more subject to blemishes. The girl or woman with a dry skin, therefore, does well to heed the cajoling of beauty experts and invest in the right preventive measures.

At twenty, the sudden appearance of lines about the eyes and mouth means only a casual treatment to remedy a period of neglect. At thirty, they verge on tragedy and call for immediate correction.

For the benefit of the younger woman—let us say, from eighteen to twenty-five—who wishes to use an ounce of prevention rather than a pound of cure, not much is required except a good cleansing and nourishing cream, and a skin tonic to keep the pores in good condition. But for the young girl whose complexion is marred by adolescent acne, or the pitted condition and coarse texture that are left in its wake, strenuous measures are necessary. First of all, medical advice, to correct the toxic condition, and then a prescribed course of treatments by a reputable dermatologist. In many cases the use of beauty grains, a preparation concocted by a well-known specialist, has been beneficial.

Many young women, especially if they

By Jean Ballard

are under thirty, scorn the idea of special care for the eyes, to preserve their youth and luster; but twenty-one is not too young to begin the use of an anti-wrinkle cream. This will ward off crows' feet, puffiness, and the tired look that comes from eye strain.

From twenty-five to thirty-two, the skin that has been neglected shows definite signs of age. The texture, instead of being firm and delicate, takes on a coarse-grained appearance; expression lines appear at the sides of the eyes, nose and mouth; a sluggish, sallow undertone takes the place of that transparent, radiant look that is the enviable mark of youth.

These warning signals call for immediate steps. First of all, your skin needs thorough cleansing, even if you belong to the non-soap-and-water school of beauty. It is true that ordinary soaps do not sufficiently penetrate the clogged pores and remove all impurities, but only serve to irritate a dry, sensitive skin. There are, however, specially processed soaps that are gentle in their action; and there is the scientific wash with beauty grains, mentioned earlier in this article, which is excellent for purifying the pores and refining the texture of the skin.

A good pasteurized or bleaching cream will do wonders for that sluggish, sallow look. You may apply this and leave it on while you have your morning bath, or while you are dressing. Another help to whipping up the circulation is a stimulat-

ing lotion, which is not astringent, and is as effective for the face as exercise is for the body. This should be patted on gently where expression lines are most likely to gather—around the mouth, in front of the ears, and between the eyebrows. For more severe cases of lines, a muscle tightener is advisable. There is one delightfully refreshing balsam astringent which obtains quick results in correcting relaxed facial muscles and puffiness under the eyes.

To guard against wrinkles, nothing is so effective as a cheerful attitude of mind and a smiling countenance. Laugh wrinkles are not to be feared as much as the gathering between the eyes that comes from ill nature.

The most useful cosmetic on your dressing-table is a rich, penetrating, nourishing cream which should be used regularly and particularly at night before retiring, or left on all night if your skin is dry. One need not use much; it is more beneficial if used in moderation and applied correctly. First flex the wrists and relax your hands by wringing them (in the approved manner of a lady in distress); then rhythmically, using the soft, cushioned part of the hand and following the contour of the muscles, pat your face with a light, gliding movement, working from the chin upward and outward towards the ear; then from nostril to temple; then upward between the eyes and across the forehead; coming inward under the eye and over the eyelid, lightly; then downward on the nose and around the mouth.

And don't neglect your throat. Apply the nourishing cream with both hands, one placed above the other, and with firm strokes, smooth it downward from under the chin to the base of the neck. Then when you put on your makeup, don't forget that the neck and shoulders should be powdered, too.

Nor can you afford to neglect your  
(Continued on page 151)





Courtesy Russian Tea Room, New York

The tradition was feasting and rejoicing, tables decked with lilies, colored eggs, and many delicacies

## Old Russia Celebrates Easter

With people so instinctively dramatic as the Russians, it is little wonder that their foods and food customs should be so positive and picturesque, and that these qualities should persist despite the sensational changes that have come over their customs and institutions since the days of the Romanoffs. Such national dishes as *Borsch*, *Zakuski*, *Shashlik*, *Blini* and *Beef à la Stroganoff*—typical dishes of the old Russian cuisine—triumphing over revolution, are relished today by Russians the world over, and may well furnish the inspiration for a club luncheon, dinner, afternoon tea or supper for those who would seek for new ways with foods.

Particularly for the Easter season does the Old Russian kitchen abound with suggestions for dishes that are "different" and at the same time delectable and practical. In Russia of the old days, food played an important rôle the year round, but at no time was it so important as at Easter and the week preceding Lent, which was known as *Maslianica*, or butter week. At these times food was more abundant and elaborate. It must be remembered that Easter in Russia was observed according to the old Greek church calendar—falling, therefore, thirteen days later than our Easter.

The eating of *Blini*—a sort of pancake—was an important feature of *Maslianica*, which was a time of much merry-making. Sleigh-riding in brightly painted sleighs

By Arretta L. Walls

with jingling bells was enjoyed by young and old. On big estates these merry-making festivals were great social events and people traveled hundreds of miles to take part in them. Besides the sleighing, there was sledding and other outdoor sports, and these delights interspersed with the eating of *Blini* at every meal. The big secret of the success of these little pancakes—aside from the art in their making—was in serving them hot from the cast-iron pancake frying pans. No small task was this, since we are told it was no uncommon thing for a hungry man to eat thirty or more *Blini* at one sitting. And women—well—often from ten to fifteen each. Melted butter in great quantities was served with them, and numerous varieties of salted, pickled or smoked fish. With sour cream and caviar they are a special delicacy.

After the feasting and merry-making week, then began a fast which lasted seven weeks—throughout Lent—the fourth and seventh week being very strict indeed. During these weeks very little food was eaten—and this never hot. Some confined their food to plain tea and black bread.

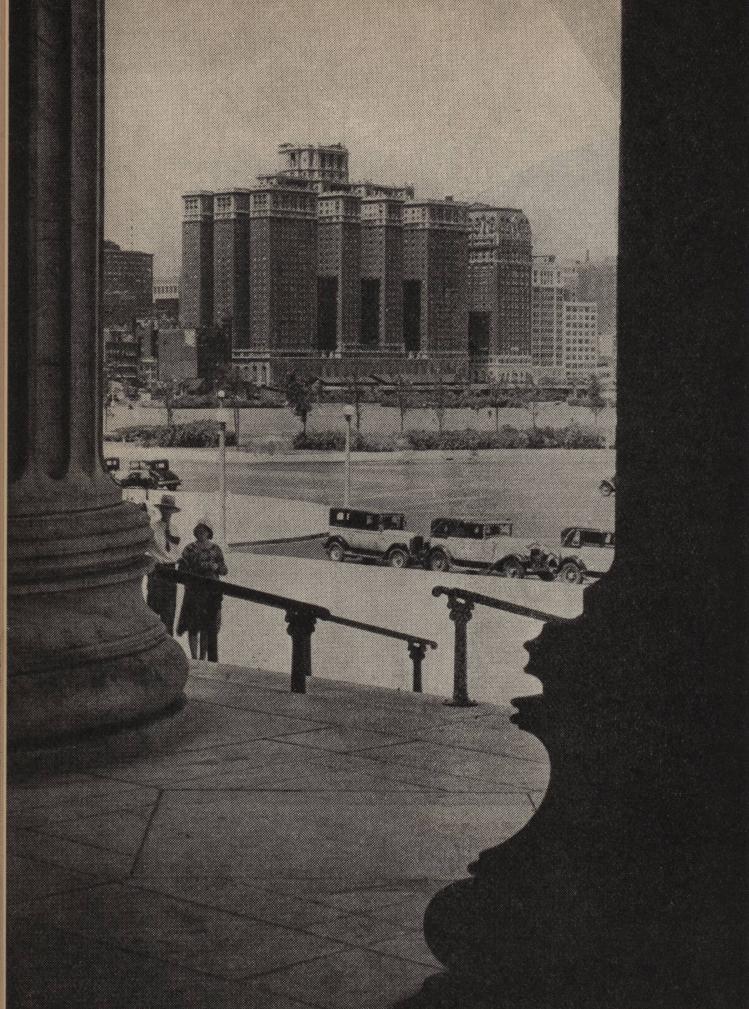
For Easter great preparation was made during the last week of Lent. The house

was first cleaned thoroughly and then began the preparation of Easter foods—which always included *Koolich*—a kind of fruit cake, round and high; *Baba*—a plain sweet bread, also very high—and *Pashka*, which in Russian means Easter, and is a sort of cottage cheese full of raisins, almonds, candied fruits and the like, made in wooden molds carved on the sides. *Pashka* was exclusively an Easter dish and was always made on Friday before Easter. On the *Koolichee* and the *Babas* there were often the letters XB—meaning "Christ is risen." Besides the cakes, there were the *Zakuski*, in endless varieties, and the roasts of turkey, chicken, veal and ham to be prepared. Eggs by the dozens were boiled and coarse salt was baked in the ashes in the oven, and later crushed to be eaten with the Easter eggs.

All night Easter church services—impressive in their pageantry, with flowers and countless candles burning—always preceded the Easter Day feast in the home. A snow white tablecloth always covered the Easter table, which was opened its full length and decorated with pots of white lilies and hyacinths. Large bowls of Easter eggs had a conspicuous place on the table and around these were arranged the other viands.

On Easter Day, visitors came as early as eleven o'clock and were received in the dining room. The lady of the house

(Continued on page 153)



orkel Korling, Chicago

The Stevens Hotel, seen through the giant pillars of the Field Museum

**C**hicago? It's a great city! A Business and Professional Women's Convention? That's a grand affair, in itself!

Consider, therefore, the acclaim that should greet the announcement of a convention in Chicago during the 1933 World's Fair! The combination, to my prejudiced mind (for I am both a Chicagoan and a member of the National Federation), sounds almost too good to be true!

Of course, you must come to Chicago. Arrive there by the ninth of July; don't leave before the fifteenth. Those are the dates of the biennial convention of the National Federation of Business and Professional Women's Clubs.

Suppose you *have* seen Chicago—once or twice or many times. Chicago isn't Sleepy Hollow. It's an everlasting Topsy; it grows overnight. Every day new lines of character are etched into its civic face; every month its figure takes on a new silhouette. Go out and spend a week-end in Evanston and when you return Monday morning you are sure to see something new, something different. You'll never be bored.

Chicago is all things to all women. It can be as dignified as the Supreme Court; as serene as a sunset over Lake Michigan; as turbulent as the corner of State and Madison streets in the rush hour. It can be as soothing as a cathedral bell out on the Midway; as stimulating as a whiff of the lake from the Navy pier.

Chicago can be placid and Chicago can be dynamic. That doesn't mean that we gambol with gangsters over on the greensward of Grant Park. As a matter of fact,

# Chicago Beckons

It's all things to all women—soothing or as stimulating as a lake breeze. It gives you royal welcome for the 1933 Biennial Convention

**Says Genevieve F. Herrick**

the Chicago gangster is quite harmless so far as his public appearances are concerned. As a rule, he goes in for high hats, manicures, and eau de cologne—at least in public.

But to return to the convention! Its path is one of action. But there are also many little by-paths of leisure and—let's whisper it—laziness.

For instance: a boat ride on lovely Lake Michigan—or even two, for two have been arranged; and one is a moonlight affair with a breath-taking view of the shore line. Dr. Leonide Pitamic, Jugoslavia's professor diplomat in Washington, said recently: "Of all the places in this country where I have traveled, your Chicago is to me the most mystical." Take that boat ride and see if you don't agree with this distinguished minister.

But we don't just ride on our lake. No, indeed! We swim in it, too. So bring along a bathing suit; and your water-wings, if you're a timid soul; and join us for a swim.

What? You say you don't want your vacation to be all sugar plums? Fine. Neither do we. We're going to show you a serious side, as well.

One of the high moments of the convention program will be a trip to Hull House, workroom of the famed Jane Addams; and, through her activities, laboratory of the world. A magnificent woman—mellow and mighty. We are proud that she is an honorary member of the Chicago Alliance of the Federation.

Then there will be a pilgrimage to the tomb of Lincoln at Springfield, Illinois.

And, of course, you must meet the members of our Chicago clubs!

Go down State Street and enter Member Ora Snyder's candy shop—one of the many under her capable management. Go out west and watch Member Judge Mary Bartelme preside in the Juvenile court. Go up north and see Member Minna Schmidt, world-famous costumer, fashioning figurines for the Fair.

**W**hat else do you wish to see? A college campus? That's easy. Chicago is the Athens of the middle west.

A famous fish? We have them alive and swimming at the Shedd Aquarium; we have them on the shell at the restaurants.

Would you speak with the stars? Go to the Adler Planetarium and stargaze to your heart's content.

A prelate or a pugilist, a golfer's 18-hole course, and a gourmet's 18-course dinner, Chicago has them all.

Yes, I know, your business needs you. But, remember, it needs the best that you can give. It doesn't

*(Continued on page 160)*

# Overseas With Our Study Groups...

**T**his year travel must count! Delightful as it is to surrender to Wanderlust, with no fixed purpose in mind, few souls will feel that they can be so casual about indulging that impulse this year," says Dr. Grace Hadley Beardsley, who led the Grand Tour Section of last year's Good Will Tour, and who has been appointed by Mrs. Bowman as chairman of the Committee which is planning our International Study Groups this year.

"This is a summer which will go into the history books as a very special date to be remembered by the children of the future. It will mark for them a year of national and international crisis. The more adventuresome among them will wish that they might have lived now," Dr. Beardsley continued.

"We can keep abreast of the national situation moderately well by diligent reading of the newspapers, but these same papers are so choked with national news that they are unable really to keep us informed of the events and attitudes abroad which have such important bearing on our own questions of the day. What is more, the papers can seldom give a sympathetic interpretation of the events which they relate. *To understand, we must travel.* Only by seeing and hearing for ourselves, under guidance we can trust, can we learn about the new Europe which is bound to affect deeply the new America."

Here, in a few pointed phrases, Dr. Beardsley has summed up the most cogent reasons why many of our Federation members this summer will avail themselves of the amazing opportunity offered by these International Study Groups.

There are those who feel that, no matter what its defects, the Russian experiment is one which cannot be ignored by a country as desperately in need of reorganization as our own. For these the Russian and northern European tour, under the leadership of Miss Anne McIntyre, will have an especial appeal.

For those, on the other hand, who are absorbed in that startling manifestation of nationalism raising its menacing head in Germany today—who would watch history in the making, there is no more interesting place to visit this summer than Central Europe.

Says Kathryn Starbuck, who will lead the Central European Study Group, "Berlin and Munich present a most thrilling opportunity to 'listen in' on Germany on what is undoubtedly one of its most important crises. Hitler is an outstanding figure in the world today. Our group will have a chance to learn what Germans think of him. Even those of us who are handicapped by not speaking the German language will get, through interpreters, a knowledge of the situation quite impossible to obtain from newspapers and magazines."

"From the artistic standpoint, also, these cities will provide rare opportunities. We shall visit the famous galleries, and the opera in Munich—opera that begins at five o'clock in the afternoon, and includes an intermission for supper in the garden."

Miss Starbuck is full of enthusiasm for the itinerary to be followed by her group, and told us some of the delightful experiences they might expect.

"In Prague and Warsaw we shall see the gallant spirit of new nations in old, old settings—the charm of the old, the challenge of the new. Prague is wonderful—it is called the city of a hundred spires! I know we shall be

tempted to buy the beautiful glassware one sees everywhere, even if it *does* seem impossible to get it home!

"Budapest, which we visit after Prague, is the most romantic city in the world—and its people are the most hospitable and gracious. Go there once, and you long to return again and again. The night life is fascinating—gypsy bands playing till the wee small hours, the Danube glowing with the reflection of myriad lights. And the cooking—it's simply marvelous!

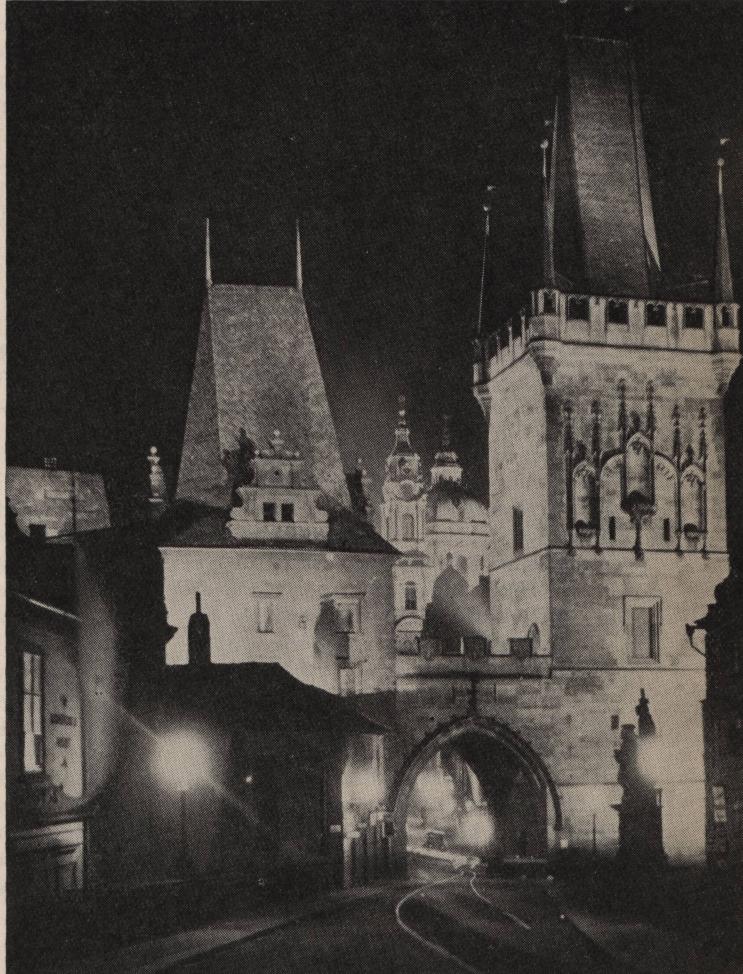
"We shall of course visit St. Margaret's Island—everyone goes there who visits Budapest; we may even visit the famous 'New York Night Club'!

"But the city itself is full of tense interest just now—nowhere in Europe is there a more vivid example of the difficulty of boundaries fixed by a treaty. If you spend a few days in Budapest, a treaty will never be a mere historical event to you again. What it does to *people* will be your main interest.

"Interest in Vienna is divided between the relics of past glory in Schonbrun and the other palaces, and the great change in living conditions of the working people brought about by socialism. Whole sections of the city are given over to modern apartments built for the workers and rented to them at a merely nominal figure. Architecturally,

(Continued on page 154)

Prague, the city of a hundred spires, at night is alight with glamor  
Ewing Galloway, N. Y.



# Reports of National Committee Chairmen

## Program Committee

ANNE F. LEIDENDEKER, Chairman

Once again woman is facing a new frontier, and with the knowledge of this fact have come the vision and courage necessary to pioneering times.

As the mode of travel has changed, so has the need for the proper tools with which to meet the problems that confront her in this new era. Realizing the necessity for knowledge based on scientific fact, she is eagerly seeking out the sources. To meet this need, the Ten-Year Objective has been offered as a means of acquiring the proper perspective and working it out in a unified program. We cannot stress too much the importance of following this plan.

Accordingly, it has been the endeavor of the National Program Committee, by coordinating the efforts of the various committees, to present programs that were broad in scope and yet meet the individual need for knowledge. As a result, we find on our programs talks on Taxation, Legislation, Old Age Security, Return to Normal Living, Disarmament, The League of Nations, Personality, Art, Adult Psychology, Women in Aviation, The Washington Social Ladder, The Business Woman's Library, Vocational Training and Guidance, Anti-Hoarding, Health, The Gold Standard, and The Immigration Laws. The international phase of our program has been stimulated through the study of the habits, costumes, songs and native dances of other countries. Series of lectures have been held on parliamentary law and procedure. The clubs have been particularly interested in civic and public welfare work, sponsoring many programs for relief of the unemployed.

An increasing interest in the study of economic conditions and their relationship to the business woman is worthy of note. Our clubs are more clearly than ever realizing that economics is fundamental in community life, and as a result, there is an increased demand for programs which will give individuals as well as clubs a sound basis of economic facts.

The Year Books and reports evidence a splendid year in program activity. National Business Women's Week was observed with programs of outstanding merit. The need of economy has made our clubs develop the resources and talents of their own members in presenting interesting and worthwhile programs.

In cooperation with the education committee, it is hoped that the School of the Printed Page will be put to more general use. If these outlines are used in build-

ing up study groups or classes, it will be a means of attaining more knowledge and will offer a fine chance for the development of leaders among our own members.

Women in the past have been credited with functioning only by means of a sort of subconscious instinct, and we need to prove this to be the fallacy it is through encouraging the entire membership to give an articulate expression to the results of their use of all the tools offered. This expression may take the form of forum discussions or a definitely outlined course of study.

In addition to the revised issue of the Program Handbook which went forward to the clubs, program suggestions for the various committees were sent from the national office in advance of the time scheduled for each program, and helpful articles appeared in the INDEPENDENT WOMAN. In this connection, your chairman helped to prepare a comprehensive reading course on the unemployment situation, which appeared in the magazine for Legislation Month.

### Recommendations:

1. That the program committee be regarded as a service committee, co-ordinating the program work of all committees to insure for the clubs well-balanced, interesting, and far-reaching activities.
2. That the program committees invite speakers passing through their respective communities to appear before local clubs, thereby enriching the content of their club programs.
3. That the Ten-Year Objective be used as a guide for program building, thus insuring not only a unity in our programs but an intelligent knowledge and understanding of the problems we must meet today.
4. In cooperation with the education committee, that the Federation arrange for a course of study on the fundamentals of economics in such a manner that the membership may be encouraged to participate through academic credit being granted on completion of the course, if the individual so desires.

(All of these recommendations were adopted.)

In conclusion, your chairman wishes to express her appreciation to all state and local chairmen for the enthusiastic cooperation extended by them. It is with a profound belief in the vision and courage of the women who comprise our membership that she looks to the ultimate attainment of the aims and ideals for which our Federation was founded.

## Magazine Committee

HELEN BENNETT, Chairman

Never has the printed word been more important than it is today—never before has the INDEPENDENT WOMAN occupied a position of such potentiality.

The period we are living through is crucial. If the INDEPENDENT WOMAN can help women to lift their thinking out of the accustomed moulds, to leave prejudices behind them and bring creative intelligence to bear upon the solution of our pressing problems—then and then only will the magazine be fulfilling its fullest possibilities.

If this goal is ever to be achieved—or even approached, a broad, forward-looking editorial policy is the first essential. In our editorial content, we must learn to disagree amicably on vital questions of public policy—to welcome the opportunity to study all sides of any given problem, even though certain representations may tread on the toes of our most cherished prejudices. Herein lies the only possibility of growth.

For women, no less than for society, this transition period is one of critical importance. On the INDEPENDENT WOMAN rests a heavy responsibility. A magazine such as ours—standing, as it does, alone in the field—should be a vital factor in guiding the development of that modern phenomenon, the business woman, along lines which are in harmony with her fundamental nature. It should help her not to repeat the mistake of men in making business an end in itself, rather than a means to an end—that end being happy, wholesome and normal living, both for herself and for others.

Since the women's pages of newspapers throughout the country are eager for new, live material regarding modern women, excellent results should be obtained by giving publicity service to a selected list of women's page editors, in localities chosen as the best possibilities for later newsstand circulation. The publicity should be sent out in the form of news releases, or, preferably, as galley proof, so that it might be utilized with the least possible effort by the editors. The cooperation of the publicity department is requested in furthering this plan, which should be an important factor in building membership, as well as circulation for the magazine.

The cooperation of local clubs is an invaluable asset in such a publicity campaign. Some clubs have already secured excellent results along this line. One

(Continued on page 149)



Our Club in Ida Grove, Iowa, celebrates International Relations Night

Iowa is to be congratulated for her outstanding relief work during the past winter. One club helped the men's organizations of the city to arrange a free County Fair. Three are sponsoring free milk funds. Seeds are being distributed to help home gardens, clothing is being given school children by some of the clubs, and some clubs are sponsoring Red Cross sewing rooms to make up material furnished by the government. A competitive vaudeville program given by one club, and a carnival, dance and card party by another brought in generous contributions . . . In this same state nine district meetings were held last fall and winter, with many new ideas presented. Long addresses have been discarded in favor of short ones, with round table discussions following. . . . Miss Marjorie Shuler, who spoke in seven Iowan cities between March 3 and March 10, was met by delightfully complete program arrangements everywhere,—the result of plans made at the annual midwinter session of our Marshalltown club in February. . . . Costumes of twelve different countries were worn by members of our Ida Grove club at an International Relations dinner held recently at the home of one of the members. An address on War Debts, a reading in Danish, and musical selections from a score of foreign countries were featured. . . . All serious business will be set aside when our Clinton club meets April 18, for a state and national convention "Booster Frolic." Miss Hattie Stephenson, transportation chairman, has charge of the affair, to which ten Iowa and Illinois clubs have been invited. . . . Proudly supporting Mrs. Carolyn Pendray, a club member and the first woman to be elected State Senator in Iowa, our Maquoketa club voted 100 per cent at the November election. Seventeen other Iowa clubs also held this splendid record.

#### SOUTH CAROLINA

Our Columbia club has started a second class in physical culture, under the direction of Mrs. William Dean, so great has been the interest in the first. Mr. and Mrs. Bedford Moore, Jr., recently gave an illustrated talk on Columbia, including pictures of the city from the time Sherman marched through the South. Beautiful, small etchings by Miss Elizabeth White of Sumter were distributed as favors.

#### MICHIGAN

Two splendid projects of our Ann Arbor club are worthy of emulation. One is the organization and maintenance of a library of 2000 books for rural students, and the other, the formation of a discussion group of local business women, on current topics of national and international interest, under the leadership of Professor C. A. Stephenson, of the faculty of the University of Michigan. "Problems of the Machine Age" is one of the topics of the series.

#### VIRGINIA

So much commendation has been given *A Club Clinic*, a sketch written and produced by members of our Roanoke club, that the club will send the script to any other organizations interested. The sketch tells how a club, suffering from "Depressionitis," was restored to normalcy and health. Five copies of the full script will be sent for \$1.10, and the script with three addresses which lead up to the sketch will be sent for \$1.60, by applying to the Roanoke Business and Professional Women's Club, Miss Ruth Mangrum, treasurer. Post office Box 762, Roanoke, Virginia. . . . The "Share-with-Others-Day" of

the January Thrift campaign of our Staunton club was a 100 per cent success. Everybody in town contributed or cooperated. One old colored woman brought a bag of beans as her contribution, another woman gave five cents, a woman from the insane asylum sent 25 cents. The proceeds were given to the Welfare League and the Salvation Army.

#### NEW YORK

Three new Business and Professional Women's clubs have been organized in New York State within the last few months. One is in Bath, with 56 members, and Miss Ethel Clement as president—this the result of work done by our Corning club and by Mrs. Ella M. Hemingway, first vice president of the New York State Federation and chairman of membership in that district. Another is in Ossining, with 40 members, and Mrs. Frances Maher as president; and the third is in Jamestown, with 21 members and Miss Cecelia Anderson as president. New York is certainly to be congratulated!

#### CALIFORNIA

Our Riverside club shared honors with the International Executive Council of the Junior Chamber of Commerce of Los Angeles, at the banquet held in January which closed the Institute to World Affairs. Chancellor Rufus B. von Klein-Smid, president of the University of Southern California, who presided at the banquet, spoke enthusiastically of the work the National Federation of Business and Professional Women's Clubs is doing to further International Peace. Of special interest was the wide publicity given the Institute, correspondents attending from

(Continued on page 152)

## Finance Outline for April

by Alice L. Engelhardt

In line with conditions today, cooperation rather than competition is the finest basis of operation.

If the finance chairman of a local club can feature only one program during the year the following may be helpful.

Secure the interest of other organizations in your community such as the Young Women's Christian Association, the League of Women Voters, Parent-Teachers Association, and others. Have a general meeting at which short outlines or talks could be presented on:

### 1. Financing the individual

- a. Budgets, thrift, savings, old age pensions, etc.

By the Young Women's Christian Association

### 2. Financing the city

- a. Where does the city get its pocket-book?

- b. Where does the money go? For what purposes is it used?

By the League of Women Voters

### 3. Financing organizations

- a. Methods of each and value to each other by use of these methods

By the Business and Professional Women's Club

### 4. Financing the schools

- a. Proportion of taxes used
- b. How they can be used to greater advantage

By the Parent-Teachers Association

If the chairman wishes to run a series of discussions she can have each subject presented at individual meetings, using one-half of the period for presentation of the paper and the other half for open forum discussion.

These topics would make a fine course in elementary finance which can naturally lead to a more advanced course on taxation, such as:

1. City Taxes
2. State Taxes
3. National Taxation
4. International Finance

## It Isn't Often that You Get Something for Nothing

Especially in a Depression  
That's why we expect to be flooded with orders for

### Biennial Convention Seals

Use them on place cards for club dinners and State Convention banquets or on club mail.

Tell the whole United States about the Convention through these attractive seals in pale green and blue.

Order at once from  
National Federation of Business and Professional Women's Clubs  
1819 Broadway, New York, N. Y.

## Mlle. Colin of the League of Nations to Speak Here

Mlle. Andrée Colin (Belgian nationality), of the Social Questions Section of the League of Nations, is visiting the United States between April 20 and July 1. She will visit New York, Boston, Washington, Detroit, Philadelphia and Chicago, and after June 1 will go on to Canada.

Mlle. Colin is in charge of child welfare work in the Social Section of the League. Although she is coming entirely in a private capacity and will be on a holiday, we hope that her visit will be an opportunity for our clubs to increase their information about the social work of the League.

We are glad to add that Mlle. Colin speaks English fluently. She is a member of our Federation in an international capacity.

## Representation at the Biennial

Club presidents, please note that no club is entitled to representation at the Biennial Convention in Chicago this July unless there are at least five paid up members in the club.

"Every club not in arrears for dues shall be entitled to one delegate, an additional delegate for the first one hundred members, and an additional delegate for each additional two hundred members."

In other words, the club with from five to ninety-nine members is entitled to one delegate; a club with from one hundred to two hundred ninety-nine members is entitled to two delegates; and a club of three hundred or more members is entitled to three delegates.

If your membership is now five or ten below these marks, bring it up and assure your club added representation at the Convention. Credentials will come forward to state and local presidents on May 1.

## Advancing the Cause of Peace

Two books of interest to women who follow international affairs are *Alternatives to War*, by Florence Guertin Tuttle, published by Harper Brothers, and *Between War and Peace*, by Florence Brewer Boeckel. The first is a valuable contribution to the cause of world organization and is clearly understandable to the lay voter. Mrs. Tuttle, a member of the League of Nations Association, has spent much time in Geneva and is well versed in international affairs. Her book discusses world problems with authority, clarity and conciseness.

*Between War and Peace*, published by MacMillan, is defined as "A Handbook for Peace Workers," and is a well-defined

resumé of national and international efforts toward universal peace, the work accomplished by various groups to date and the outlook for the future. Mrs. Boeckel is education director of the National Council for the Prevention of War.

## Maud Tousey Fangel On the Air

Maud Tousey Fangel, famous the world over for her portraits of babies, will tell you about her work on April 29 over NBC coast-to-coast network. You know her babies. She draws them from life. They come to you on the covers of leading women's magazines, in the pages of the biggest advertisers. Besides being one of the highest paid advertising artists in the world, she is sought by the foremost publishing houses of England and Germany.

Everywhere her drawings of babies are known and loved—even the shops of China offer prints of them for sale.

The Girl Scouts will present Maud Tousey Fangel on April 29, 6 o'clock Eastern Standard Time, over NBC coast-to-coast network. Watch your local station for the date. Listen in. Write to her as one business woman to another, your appreciation of her success.

## Modern Woman--Myth or Reality

(Continued from page 129)

explanation of woman's illogic. Of course, in the circumstances, it becomes illogical for her to be logical.

But what is logic? It is the science which deals with the *methods* of reasoning, and there is more than one method. If any man thinks that woman is devoid of method in her reasoning, let him try to prove it to her with his logic! Woman relies almost exclusively upon the inductive process, thereby gaining a reputation for intuition if she become adept at it. Man usually employs the deductive process, only. Both are thus illogical to each other, and both are right.

But woman is never illogical in those fields with which she is familiar. Invariably, her mind is occupied with planning and arrangement—the working over of many details into an harmonious whole. And this is apt to be true of the business and professional woman, even in her avocation, for she is either assigned to or prefers these departments of her business or profession. In her home, woman is planning a dinner, the seating of guests, the adjustments of a room and the like. She must *visualize* results in imagination. That too is logic. Her obedient mind responds, often too well and telling her what is not true.

The days of woman's petty planning are nearly ended. Dare we think that her im-

aginative, inductive capacity will atrophy? As woman achieves the intellectual courage to conceive and give birth to her own ideas, as she discovers the moral integrity necessary to independent decision, she will become increasingly proficient in the adventure of the inductive hazard. That is, she will become as bold to visualize results in social and industrial groupings as she has been in the redecorating of her home. It is bound to be interesting.

Even as life progresses through feminine trial and masculine error, it is certain that humanity was created male and female and placed in this earth to entertain the gods with the curious things that happen to us. Woman is a poor thing, but our own. We must make the best of her. *But her best will never be masculine.*

Woman's keen appreciation of the comforts of life is an earnest of her capacity for fine distinctions. Her long dominion over man has trained her in the art of leadership. Her eudemonism seems to have become the accepted philosophy. At any rate, it is perfectly satisfactory to man, who has always pursued happiness, but overtaken very little that woman has permitted him to keep. She begins to give promise of genius. If, at last, she decides to keep her promises, she may become the hope of a discouraged world.

Yet how is woman to develop her personality if she become, like man, a drab, sad, dust-colored, responsible person? That is, perhaps, important. Social consciousness, however, is more essential than "personality," for we know that true personality is revealed in the realization of human kinship. The pursuit of happiness is fulfilled in compassion, even as the destination of mankind is unity in joy.

### Saturday's Child

(Continued from page 130)

days instead of four this year.

Next enter periodic payments for insurance, taxes, the yearly license for the car, and yearly dues for clubs and professional organizations. If a pledge has been made for church or charity or a promise to send that young nephew a regular check, add those in. When all the fixed obligations have been included, add them up for each month.

If this sum is about the same month by month, it will be possible to meet each month as it comes along. But if heavy annual premiums or taxes, or a vacation (perhaps without pay) make some months impossibly heavy, then something extra must be set aside each preceding month in readiness for these special demands. Many people carry a savings account as a revolving fund for this purpose, depositing a regular amount each month, and withdrawing enough for these payments as they come due. This

makes the burden much easier to carry.

After plans of this sort have been perfected to meet special needs, a fairly regular sum can be entered in the space "set aside for fixed expenses" (No. 5) each month. A little mental arithmetic shows how much is left to spend.

There are certain day-by-day demands on the business woman's pocketbook that make her supply of cash seem to evaporate. It is usually possible to calculate the cost of transportation and put a definite sum in her purse each week to cover it. If she drives her own car, garage and repair bills as well as gasoline must be included. If two or three girls are shar-

ing an apartment, there probably is a "house fund" to be replenished each week. All these expenses are grouped together as "running expenses."

Food is separated because it needs special consideration. The woman who works needs to plan her food according to her needs, and then neither starve herself nor spend extravagantly.

The items left to plan are clothing and its upkeep; personal expenses, such as recreation; doctor and dentist bills; shampoos and manicures; postage and stationery; gifts and contributions. These each woman must weigh one against the other, and let her decisions be guided by



## MOB SCENE

—in smart stores throughout America. The mob—made up of women who are on the lookout for smart economies—gathers daily to take advantage of Helena Rubinstein's marvelous Gift Offer—a dollar-size jar of Youthifying Tissue Cream (presented with the compliments of Madame Rubinstein) with every dollar purchase of Pasteurized Face Cream.

Helena Rubinstein's famous Three Steps To Beauty, cleansing with Pasteurized Face Cream, nourishing with Youthifying Tissue Cream, toning with Anti-Wrinkle Lotion (Extrait) for dry, sensitive

skins, or Skin Toning Lotion for normal and oily skins, are known the world over.

And Madame Rubinstein's beauty gift—the Second Step To Beauty now makes it possible for every woman in America to take advantage of the wonderful results that can be obtained from using Pasteurized Face Cream regularly in conjunction with Youthifying Tissue Cream. Don't miss the opportunity to see what this wonderful two-cream beauty treatment can do for your skin. Get your beauty gift from your favorite store—right away—or mail coupon below.

## helena rubinstein

LONDON

8 EAST 57th STREET, NEW YORK

PARIS

JOIN  
THE MOB  
or  
MAIL  
COUPON

DEAR MME. RUBINSTEIN: I am enclosing (\$1.00) for which please send me a jar of your Pasteurized Face Cream and a dollar gift jar of your Youthifying Tissue Cream. In order that I may have the Third Step To Beauty, I am enclosing an additional (\$1.25) for your Skin Toning Lotion—or Skin Toning Lotion Special—or Anti-Wrinkle Lotion—Total amount enclosed (\$.....). My skin is dry.....normal.....oily.....

Name.....Address.....  
City.....State.....

the amount of money available and her own cleverness. She may feel that it is false economy to try to do without beauty treatments, for such care adds materially to appearance and morale. If she lives and eats sensibly, so as to keep well, bills for doctors and medicines will be negligible. As one of these expenses is kept down, another can be allowed to expand, always within the limits of that figure at the bottom of the page, the income.

In planning for insurance payments and the revolving fund described above, she has already made some provision for saving. She will not be satisfied, however, unless there is a margin, even if it is a small one, for other savings. If "old age" is already provided for through insurance, by means of annuity or endowment policies, a teacher's retirement fund, or some other reliable investment, then there remains the desire to save for further study, for travel, or to launch an independent business venture.

The first time she works through such a chart as this she is quite likely to end "in the red". If she does, then places must be found where adjustments can and

should be made. It may be that this can be accomplished by curtailing small personal extravagances. On the other hand, it may lead to drastic changes in living arrangements.

Here are some questions she will answer for herself as she makes her spending plan.

What salaries are paid in my profession? Am I at the beginning with every chance of increased income, or am I about as far as I can expect to go?

**Must I stay in my present position in order to eat, no matter how irksome or undesirable it becomes? Or have I saved enough so that I could live without a job, if it became necessary to wait to find just the right opening?**

Can I count on an inheritance, or can I escape the old ladies' home only by my own foresightedness?

If I decide to buy annuity insurance, shall I put myself under obligation to make large yearly payments for years to come? It might be wiser to keep the yearly obligation well within easy reach,

and save up enough to buy a little paid-up annuity insurance from time to time. That would leave me free for a year of study, or a period of adjustment to a new position, or for the possibility of marriage.

Suppose I should die tomorrow—are my financial affairs in order? How could my debts be paid? Would my dependents be provided for? Would my possessions be disposed of as I would wish?

If I live to old age, will I be financially able to retire before my associates begin to feel like throwing me out? This means insurance or other investments carefully chosen for security, and built up gradually over a long period.

For "Saturday's Child" there is this satisfaction; if she weighs carefully the demands of the present against the desires of the future, she can attain a sense of security she never had thought possible.

*Editor's Note: Miss Dodge has prepared mimeographed copies of this chart and a special account sheet for the use of business and professional women. These will be sent free through the courtesy of the firm employing her, in answer to requests sent to INDEPENDENT WOMAN.*

### Chart for A Spending Plan for the Independent Woman

Fill in the names of the next twelve months, beginning at whatever time of year you happen to start this plan

Year 19.....	Months													Yr's total for each group of expenses
1. SHELTER {apartment, or room, {or room and board	\$													
2. FIXED EXPENSES {regular {payments	\$													
3. FIXED EXPENSES {occasional {payments	\$													
4. TOTAL FIXED EXPENSES EACH MONTH	\$													\$ Yr's total of all Fixed Expenses

5. Set aside for fixed expenses above.	\$													
6. Transportation and other running expenses.	\$													
7. FOOD {lunches, candy, fruit, etc.	\$													
8. CLOTHING (and its upkeep)	\$													
9. HEALTH, EDUCATION, RECREATION and PERSONAL EXPENSES	\$													
10. TOTAL OF ALL EXPENDITURES EACH MONTH.	\$													
11. SAVINGS	\$													
12. PROBABLE INCOME	\$													



## From the Desk of the Educational Secretary

This year in our Occupational Round Tables we shall consider twenty-five occupations. Among these will be several not included before, but essential to enlarge our picture of fields in which business and professional women are engaged. These are nursing, social work, art, and home economics. A special breakfast meeting will be held to consider opportunities in aviation, radio, and motion pictures.

The focus throughout the two days will be on *trends*. But how can one catch a trend? To some extent, of course, by looking up comparative figures in such sources as the Census. To a far greater degree, however, we must peer out on the swift current of change to see whether we can discover any straws that indicate direction. Is it conceivable, for example, that our overcrowded libraries will be permanently understaffed? Do we seriously believe that people are going to give up travel permanently so that the hotel business will "pass out"? And if not, how can women be excluded from the hotel jobs in which their special ability has been demonstrated? In the trend toward country life, very evident at present, can we believe that rural nursing, rural teaching, rural services of many kinds will not be demanded in the long run?

Such straws are hard to catch. They whirl about a good deal and we may have to guess a bit about their significance. But aren't they worth our effort to capture?

It seems to your Educational Secretary that nowhere in the country is there a group of women so responsible and so qualified as the Federation, to cast light upon this subject of where we are tending in the matter of occupations. We are experienced; we work in nearly all fields; we have a nation-wide point of view.

### ◆ Don't Miss These Broadcasts!

A "listener's handbook" with the complete program, outlines of the subjects discussed and suggestions regarding the "You and Your Government" programs broadcast by the Committee on Civic Education by Radio, will be sent free, upon application to the University of Chicago Press, 5750 Ellis Avenue, Chicago, Illinois. Reprints of individual programs can be had for fifteen cents each. These programs are given over an NBC-WJZ nation-wide network every Tuesday evening at 7:15 Eastern Standard Time, and, after May 2, at the same time, Eastern Daylight Saving Time.

### Wyoming's Portia

The first woman in Wyoming to be so honored, Mrs. Laura B. Harris has been appointed as legal adviser to the Senate of the Wyoming Legislature for its twenty-second session, which convened in Cheyenne recently. This is directly in keeping with Wyoming's policy of honoring her capable women, for this State elected the first woman Governor, Nellie Tayloe Ross. It was also the first State to give women the franchise.

When Mrs. Harris, a member and past president of the Casper Business and Professional Women's Club, accepted the appointment, she was already familiar with the duties, having served as assistant to the Senate's legal adviser at the last session.

She received her certificate to practise in all courts of the State and the U. S. District Court approximately eight years ago, and in the meantime married Mr. Carl Harris, who holds similar certificates. Under the firm name of Harris and Harris, this interesting couple carry on their legal practice at Casper.

The only other member of the family is Mary Adelle, five-months-old daughter, who is also sojourning in the State's capital city while her versatile mother is demonstrating the efficiency of the much-discussed "two-job" wife.

INEZ BABB TAYLOR.

### Important Notice

One Lorry Deeter, claiming to be Miss Mary Stewart's nephew, is roaming abroad. He approached one of our local presidents in Philadelphia, explaining his relationship and also telling of the many acquaintances and friends he had in the Federation. Peg Stewart (his usage) and Marion McClench are two of the names he has used recently to serve as introductions. His object is the endorsement of a set of books which he is endeavoring to sell and also a request for identification and endorsement in order to cash a personal check signed by Mary Stewart. Miss Stewart wires she knows no one by this name and has not signed such a check.

The club president, however, has heard a great deal about exploitation and misrepresentation and being a woman who thinks, she listened to his story, was courteous and referred him to the city Chamber of Commerce. She tried to trace him the next day through connections he had mentioned, but he had vanished. He succeeded, however, in getting \$2.25 from another member.

If this man appears in your neighborhood, will you be ready for him and, if possible, turn him over to the authorities to whom he belongs. If memory serves us correctly, this same gentleman performed in the Middle West about two years ago.

## How Shall We Educate Girls for Business Today?

(Continued from page 135)

under the ever-increasing stresses of modern life. Some system of physical training for our American girls such as the well known system of Functional Exercises, now widely used by European women, should be given to every girl and young woman growing up today, so they will develop the full use of their powers and have a real foundation on which to build a well rounded intellectual and emotional life. Sureness of physical power, economy of movement and the resulting grace and poise have a very definite bearing on business success.

### UNDERSTAND THYSELF

**I**n addition to fully developed physical power and control, emotional poise is necessary if a woman is to be effective in business life. Even a brilliant mind is often at a great disadvantage if its possessor is emotionally under-developed. Emotional poise underlies the ability to get along with and handle people; it is likewise the foundation of all creative work, since the emotions are the "steam" of all creative ideas. One of the most pressing needs of women today is to go beneath the surface and find out what they really feel and want. Without this self-understanding, improved political, economic and professional training will avail them little.

A generation of young women trained to understand and use their physical and emotional potentialities could do much to live down the oft-repeated objections to women in business. It would no longer be said that they lack poise and stability, that they have no sense of humor, and are unable to take criticism. The high-pitched querulous voices of some women, the tears they shed so easily, and the tendency they have of staying away from the office in times of business or personal stress, are traits that have heretofore been condoned as unavoidable. They are rather appalling evidence of faulty early training. Only when an aroused public opinion condemns such traits as unwomanly, as evidences of adult-infantilism, and puts the blame for the resulting frustration of the individual and the waste to society squarely on those responsible for her upbringing and education, will we get parents and educators to change the methods and content of the early training of girls.

### ART APPRECIATION PAYS

**T**he artistic side of the child's education has until recently received almost no attention. This, like physical and emotional education, should be begun early. Good taste, appreciation of music, pictures, books, architecture etcetera, cannot be grafted on a mind that

has been blunted to the artistic side of life. The early years are the most impressionable, and often the only ones in which the imagination can be developed. The schools are at last beginning to wake up to this fact. Even if the student never intends to use such training it is far from a waste of time. An appreciation of art is not an extravagance, as it was thought to be until quite recently, but rather it is an invaluable personal asset in increasing human understanding, making life richer and providing the emotional outlets which so many of the routine jobs of today fail to provide.

Business leaders have at last realized the fact that there is a very considerable commercial value in developing an appreciation of art and the artistic in the masses. The business woman herself will benefit, since the increased appreciation of beauty creates opportunity for the capitalization of good taste and education in the arts.

### FORMAL TRAINING IMPORTANT

**S**ome years ago the Federation adopted a resolution recommending that a high school education be considered the absolute minimum formal schooling for young women entering business life. It seems important to re-emphasize the fact that the more training, both cultural and practical, that a young woman can manage to assimilate before undertaking the responsibilities of a life work the more apt she is to succeed. The catch in any blanket requirement for all people is that some very intelligent youngsters fail in the theoretical courses which predominate in our schools and colleges. They seem to reach a point of saturation and cannot learn more without a period of contact with concrete problems. A work or testing period always discovers further needs, and provides incentive for further study which may in turn be the basis for advancement.

### COMBINE WORK WITH STUDY

**T**he more progressive leaders today are aware of two difficulties. The first is that much in the school and college curriculum tends to be unrelated to the practical problems that the student will face in after life. This is particularly true in the case of the girl's education. Certain things must therefore be done for girls during their growing years in a more formal way than for a boy, because the boy has a larger range and consequently he picks up a great deal of miscellaneous information about how things work, which the average girl fails to come in contact with. For instance, women are criticised for not being mechanically minded, and yet society never takes the slightest interest in exposing them to this knowledge or in encouraging them to seek it out.

The time to study anything with profit is when you find you need to learn it. This cannot always be arranged in our present educational scheme, but it is none the less true that many a college girl would profit by a year or two of practical experience in the workaday world before going on with theoretical courses.

Many girls are so practical minded that they probably should not attempt a four year college course of theoretical subjects, but would get most out of cultural and technical courses taken in the evening after the day's business job is finished.

With the rapid development of schools for adult education a way is being provided for the individual to continue to grow in understanding and capacity for action through combined work and study.

### CULTIVATE BREADTH OF VISION

**T**he second difficulty with our present system of education is that, although we are living in a scientific age, our colleges do not turn out people capable of objective scientific thinking about the variety of problems which will confront them in life. Scientifically trained men and women usually display skill in thinking scientifically within the limits of their particular field, but when they come up against the mixed human and economic problems that every business presents, their thinking often betrays them as sentimental or reactionary. In this connection, a careful study of the broader phases of economics and sociology, along with active business life if possible, will be found helpful to the business woman of today, both in giving her a background for understanding business in general, and for orienting herself in the present scheme of things.

With these facts in mind it seems important to urge that all education be planned as a necessary accompaniment of experience rather than as a substitute for experience.

### REALIZE YOU MUST MAKE YOUR OWN WAY

**C**ontrary to popular slogans, there is not unlimited room at the top. Every one cannot hope to be an executive, especially in view of the modern tendency to combine many small business undertakings into large corporations. Naturally we may expect increasingly sharp competition for the higher honors. On the whole the executive jobs of the future will tend to go to the ablest candidates. Women who aspire to these posts will not only have to acquire the practical experience that is more easily available to a man than to a woman, but they will also have to take more seriously the opportunities for advanced study of business problems, which are now available at the graduate schools of our universities. Many a young man with brains

(Continued on page 151)

## Committee Reports

(Continued from page 142)

State Magazine Chairman, for example, informs us that 75 per cent of the local magazine chairmen sending in reports state that they have placed worthwhile material from the *INDEPENDENT WOMAN* in their local press. Magazine chairmen should not fail to contact their local women's page editors either for occasional articles or to arrange for a regular monthly publicity service for the magazine.

State reports indicate that already fine publicity is being secured in many localities through the donation of subscriptions to public libraries, high school and university libraries, hospitals, rest rooms, doctors' and dentists' waiting rooms, etc. Woodward, Oklahoma, reports use of the magazine in high school economics classes. Such advertisement is invaluable, and should be fostered in every possible way.

Efforts to sell subscriptions to non-members should be unabated. As previously, fifty cents will be allowed to the club treasury for every outside subscription sold by a club member. The excellent suggestion has been made that we should endeavor to interest other women's clubs in the *INDEPENDENT WOMAN*—if not individually, then as groups.

In order to continue and increase interest in the magazine, it is urged that each club devote at least one meeting each year to an *INDEPENDENT WOMAN* program. A vote on the most interesting articles published, with discussion of those receiving the most votes, would be a lively feature of such meetings. A report of the balloting should be sent to the editor, to whom it would have a very real value. Posting clippings from the magazine on the club Bulletin Board is another excellent means of arousing interest.

Much has been said in previous reports concerning reader response to advertisements. Surely it is unnecessary to point out that never has such cooperation been more needed than it is today. Although reports from local and state magazine chairmen are encouraging—Alabama, for example, reports that in several instances samples of some product advertised in the magazine have been requested by entire clubs—it cannot be emphasized too strongly that response from the field is the most potent method of increasing our advertising, and should be encouraged by every possible means.

To recapitulate the recommendations:

1. A broad, forward-looking editorial policy be maintained.
2. A definite program of magazine publicity be instituted.
3. Efforts to sell subscriptions to non-members be unabated.
4. Each club in the Federation devote at least one meeting each year to an *INDEPENDENT WOMAN* program.
5. Every effort be made to develop

reader cooperation with the advertising department, and that the close cooperation between the editorial and advertising departments of the magazine be maintained.

6. Each local magazine chairman secure at least one subscription to the magazine from some other organization in her community—for example, the Chamber of Commerce or the local Woman's Club.
7. That twenty-five copies of the magazine be given each month to the International Federation for foreign distribution.

All of these recommendations were adopted.

## Health Committee

NANCY MEEK HAIN, Chairman

The health reports, covering the first year of the biennial period, show real advancement in health education and community health projects. Many of the states have found the tasks of getting records of examination and attendance contests difficult.

For the purpose of simplifying this part of the work, the rules of the contests were changed at the last Convention so that only one check-up in the two-year period would be necessary. The new procedure is that each local health chairman shall report to her State Health Chairman the



## CAN PENNIES SPOIL AN IMPORTANT TRIP?

Carefree, with a gorgeous week-end ahead—except for one small annoyance. Her clothes are perfect—they cost considerable. But when one is not completely comfortable, the trip is short of perfect.

The cost of complete comfort, mental and physical, is a matter of pennies added to what one usually spends for only usual protection. And finally, there is real economy in the fine materials, the real surgical cotton filling and the softly knitted covering that is made especially for Venus Sanitary Napkins. They serve more comfortable hours than the usual kinds can be endured.

Active young women, especially, find Venus a worthwhile investment in comfort.

### Announcing

## A SANITARY APRON THAT LAUNDERS

No longer must one be annoyed by the special care which the usual sanitary apron requires. The improved Venus apron may be washed and ironed easily without fear of injuring the fabric or hardening it.

The material is a soft silk that is extremely light in weight, yet completely waterproof and comfortable after many washings. Never will you be conscious of wearing a protective garment.

PRICED AT \$1.00

## VENUS CORPORATION

1170 BROADWAY, NEW YORK CITY  
424 SO. BROADWAY, LOS ANGELES, CALIF.

total number of members in her club who have not been absent from work because of illness, and the total number who have had a physical examination during the period from September 1, 1931 to April 1, 1933. The State Chairmen will then send to the National Chairman the total number of members in each report. The National Chairman will compute the state averages upon the paid-up membership of the state as of April 1, 1933. The National Office will send this certified membership list to the National Chairman.

In addition to the report of the contests, the State Health Chairman will send in to the National Chairman reports of health projects and programs carried out by their state clubs each year, and any state health projects undertaken. An additional trophy is offered for the best state work done according to the recommendations adopted at the 1931 National Convention.

This explanation is again inserted in this report to offset the confusion which arose from launching so large a program without adequate machinery and previous information.

The On-the-Job and Health Examination contests were adopted by the Convention in 1929 and must continue until one state has won the cup three times. When the present National Health Chair-

man was asked to take over the work, she added the trophy award for the most comprehensive state health education program carried out by any state. New York won the trophy last year with a very fine program of state health education. It is being offered again for the present biennial period.

Thirty-eight states have sent in reports of the current year's work. A study of these reports shows the following things:

1. Those states which have carried on a health program in the past have shown themselves more energetic and enthusiastic in their work this year.
2. The idea advanced at the Richmond Convention, of broadening the health program to embrace community health projects, has met with favor in all local clubs.
3. The work in local clubs has embraced both club health programs and outdoor recreational programs, and covers health lectures, health pamphlets, health questionnaires, and group examinations and classes in all the sports and activities.
4. Community health projects covered every phase of health work. Some of the outstanding projects in addition to sponsoring all kinds of drives for health groups were: Conducting health luncheons and breakfasts at district and state meetings; establishing three- to five-day camps with recreational programs; putting health slogans on letters; furnishing twenty gallons of soup daily for a period of three months to the unemployed; assuming care of delinquent girls; sponsoring Health Day and distributing health booklets to primary children; providing health awards for grade and high school girls; cooperating with the Parent-Teacher Association in the annual summer round-up; sponsoring and supervising playgrounds; assisting at dental clinics; buying glasses for children; placing blind and deaf children in homes for the blind and deaf; giving programs in hospitals; presenting health playlets; sponsoring a safe roads program; furnishing rooms in hospitals and material for school examinations; contributing to day nurseries; undernourished children, and assuming hospital expenses for girls; assisting at medical clinics; supervising public rest rooms; furnishing garden seeds and helping children make gardens.

gram of from three to five days, or a one-day picnic; and making accident and health insurance available to club membership as a group. Several states request that a full time health chairman for organization and field work be established in accordance with recommendations submitted by Dr. Olga Stastny.

Following is a list of the states reporting on the various phases of health activities. They are starred for: report sent in, report of attendance and examination, report of local health activities, report of community health projects, and unusual health contributions and activities.

Five Star States: Alabama, Arkansas, Minnesota, New York, Pennsylvania.

Four Star States: California, Colorado, Connecticut, Maryland, Massachusetts, Missouri, Texas.

Three Star States: Florida, Indiana, Kansas, Kentucky, Louisiana, Maine, New Hampshire, New Mexico, North Carolina, North Dakota, Oklahoma, South Carolina, Tennessee, Utah, Virginia.

Two Star States: Mississippi, Montana, Nebraska, Ohio, Washington, Wisconsin.

Other states sending partial reports: Illinois, Iowa, Nevada, Wyoming.

During the last year, the National Health Chairman has addressed over one hundred meetings on subjects of health, mental and emotional health, vocational guidance, and parent education, and has prepared and sent out material for health round tables.

#### New Recommendations:

1. That states be encouraged to have an all-state picnic or recreational camp under the supervision of the State Health Chairman. (Action postponed.)
2. That, when the conditions of the present National Health contest are fulfilled, contests be discontinued in favor of health education projects. (Recommendation adopted.)

Recommendations passed at Richmond—  
July, 1931:

1. That the program for positive health be continued.
2. That the states and local clubs be encouraged to cooperate, where feasible, with state and local health activities.
3. That two trophy awards be made, based on the biennial reports of the State Health Chairman for the period of time from September 1, 1931 to April 1, 1933.
  - (a) One award for the report of the State Health Chairman showing the most comprehensive state program encouraging both personal health standards and community health projects, which receives the greatest percentage of local club cooperation within the state.
  - (b) One award for the highest combined average attained by any state on the points of perfect attendance on

#### Special Announcement to National Federation of Business and Professional Women's Clubs

CHICAGO—JULY 9-15

Combine your Convention trip with your annual vacation. Take the family with you to Chicago. Then visit the Chicago World's Fair, a Century of Progress. Go by Nature's Route, the Great Lakes on a palatial Great Lakes Transit liner. A convenient sailing schedule for your benefit on the Trestona, "Mighty Monarch of Lake Michigan" including stops at Cleveland, Detroit and Mackinac Island.

Leave Buffalo Wednesday,

July 5, 9:30 P.M. E.S.T.

Arrive Chicago Saturday,

July 8, 5:15 P.M. C.S.T.

Leave Chicago, Saturday,

July 15, 11:00 P.M. C.S.T.

Arrive Buffalo Wednesday,

July 19, 8:30 A.M. E.S.T.

Make your reservations early. Automobiles carried.

#### Great Lakes Transit Corp.

Frequent Sailings From  
Buffalo, Cleveland, Detroit, Mackinac Island,  
Sault Ste. Marie, Houghton, Duluth, Chicago,  
Milwaukee

For full information, apply any Tourist or Railroad  
Agent or J. F. Condon, P. T. M., 120  
Delaware Ave., Buffalo, N. Y.



Of the many recommendations suggested, a few are applicable to all states: the establishment of a health round table at mid-year and annual meetings of State Federations; an all-state health picnic during the summer months sponsored by the State Health Committee, this to be in the form of a camp with recreational pro-

the job, and health examinations during the biennial period to April 1, 1933.

This average to be computed by dividing the total number of members who have not been absent from work because of illness from September 1, 1931 to April 1, 1933, by the number of accredited members in the state on April 1, 1933, said membership to be furnished to the several State Health Chairmen from National Headquarters.

Likewise, the number of state members who have had a physical examination during the same period shall be divided by accredited list of state membership as of April 1, 1933. All members who shall certify to the State Health Chairman of her state that she has scruples against having a physical examination shall be exempt and the total number of such members within a state shall, or may, be deducted from the state membership number as furnished by National Headquarters for the purpose of securing the examination average. The sum of these two averages divided by two shall constitute the final average of the state and shall be the basis for awarding the health trophy under section "b."

4. The recommendation made to the July, 1930, Board Meeting by the former National Health Chairman and her advisory committee is hereby inserted with the proviso that no action be taken before the 1933 convention: "That the Executive Committee take into consideration the establishing of a budget sufficient to allow a Chairman of the Committee time for work, organization and field work." I believe that a great benefit could be brought to our membership and to our organization through such a work, but that plans should be perfected and presented before action is taken.



### In Acknowledgment

Such a wealth of interesting Business Women's Week Reports! Obviously neither the depression nor a bank moratorium can dampen the enthusiasm of business and professional women. How the members of the executive staff wish they could write individual notes thanking each club for its splendid demonstration of federation spirit! But since we cannot, we are hoping that the clubs will accept this as a collective expression of appreciation for the "finest Business Women's Week observance ever."

THE NATIONAL OFFICERS AND  
THE EXECUTIVE STAFF.

for APRIL, 1933

## How Shall We Educate Girls for Business Today?

(Continued from page 148)

and financial backing spends a year or two, after college, in studying at the Harvard School of Business. Meanwhile his sister, also a college graduate, is satisfied with a course in shorthand and typing.

If women would succeed they must realize as early as possible that they must make their own way. They should be encouraged to measure themselves against the possibilities that business offers and keep investigating and experimenting, as men do, until they find the right job. Too many women still allow circumstances to push them out in the business world without adequate training.

### A WELL ROUNDED PERSONAL LIFE

It should be borne in mind that standards of success vary from generation to generation. In the past we have measured success in business by the size of the organization and the amount of personal power and the money that went with the job. In the future we may witness fundamental changes in the American ideal of success. Quite possibly size and financial return will be considered secondary to the kind of service which a business or an individual renders society. If a woman succeeds in filling a minor position adequately, at the same time getting therefrom a feeling of satisfaction and self-respect, she can hardly be called unsuccessful. But whether at the top or the bottom, the successful business woman of the future will be the one who not only does her job well but who also leads a successful and well rounded life outside of business hours. No career can offer either a man or a woman a full life through business activity alone. Business exists to render a service to society. That service will be most successfully performed by women who are in themselves as fully developed personalities as the new education is capable of producing. For the average normal woman, avocational interests, a husband, home and children are necessary to a full development.

The first generation of business women have successfully demonstrated that women can make good in the business world. It remains for the rising generation to demonstrate that women can make the transition from business to homemaking, and visa versa, without slighting either.

### TO SUMMARIZE

The scientific knowledge and the wealth of educational equipment at our disposal today makes it possible, if we will, to educate a new generation of women who will be able to take their places in the complicated modern world as the equal partners of men.

## State Publicity Chairmen Please Note

Of course your state is participating in the National Publicity Contest this year. But don't forget there are deadlines to be observed for entries. Scan once more those Contest Rules which were sent to you last August—if you can't find your copy write to National Headquarters for an extra one—and make sure that your entries are in the hands of the National Publicity Director—ON TIME!!

The new educational programs should increasingly put emphasis on training young people for living, rather than to pass specific courses.

In the long view of a human life it really matters little just what we do or study. The test is in the quality of work and the kind of living of which an individual is capable.

Health, emotional serenity and some form of artistic expression should be as much an everyday concern of the average business woman as holding her job. To live a full life, rich in experience and service, is in itself an art which is rarely a happy accident, but rather the result of careful training in youth. Society needs such women. A generation of business women thus endowed could do much, for instance, to improve housing conditions, outlaw child labor and solve the riddle of a more equitable distribution of wealth. These and related problems are the frontiers on which the business women of the future must pioneer, if progress is to be made. The answer lies in the training of the rising generation.



## Springtime at its Face Value

(Continued from page 138)

hands and elbows. Use a hand cream as regularly as you do your face cream.

If you have let your figure slump during the winter months, now is the time to take up your course in exercise, or resume your favorite sport. Exercise, facial care, the right food and plenty of water—the same tiresome advice that you have had since pinafore days. But it will make your new Easter wardrobe more exciting to wear.

*Editor's Note: For information regarding the preparations mentioned, write to the beauty editor. Bring your problems of face and figure to her each month; they will be answered in the magazine or by mail. Be sure to enclose a stamped, self-addressed envelope.*

## Club Notes

(Continued from page 143)

newspapers all over the world, even from Australia, South Africa, Japan and India.

### MINNESOTA

**M**ary Savage, "stunt" chairman of our Winona club, is receiving congratulations on her program for a recent meeting, when titles of ten articles in the January issue of *THE INDEPENDENT WOMAN* were acted in pantomime by a selected group of members, the other members guessing what titles were being represented. Mrs. Mabel Bowman won the prize with nine correct titles, in the exact words used in the magazines. Mrs. Amy Schoonmaker, the *INDEPENDENT WOMAN* chairman, worked with Miss Savage on this novel program.

### GEORGIA

**O**ur Albany club celebrated its ninth birthday anniversary at the annual public relations dinner given in January, with Miss Marguerite J. Smith of New York, field representative of the National Federation, Miss Rebecca Shuman of Atlanta, state president, and Mrs. Viola Ross Napier of Macon, state vice president, as honor guests. Mrs. Napier gave the principal address, an inspiring talk on "The Duty and Privilege of the Woman's Vote." Miss Smith outlined the Ten-

### Jig-Saw

**T**he fascination for jig-saw puzzles is so easy to understand! With world affairs in a chaotic state, it gives one a sense of security to know that no matter how impossible or scattered things may seem, it is possible to fit them together into a united whole.

Of course, it takes patience and perseverance—adaptability and versatility—to fit all those seemingly "impossible" pieces together. But it can be done!

One of our clever State Membership Chairmen, Mrs. Mary S. Allen, of Florida, has taken this view toward the membership of our Federation. In a "jig-saw" letter to her local club membership, she has set as their goal the fitting together of all the missing pieces so that by their state convention they will have equalled last year's membership. In January and February they added 112 members.

What Florida is doing, your state can do! Which of our State Federations will lead the roll in Chicago?

Year Objective of the National Federation. Mrs. Clara Conroy, president of the Albany club, presided. . . . Among the many interesting programs of our Atlanta club was that in January centering around Vocational Guidance, with a half dozen prominent authorities on the subject, as speakers. . . . During her tour of Georgia, in January, Miss Smith was entertained at a delightful dinner given by our Savannah club, with three past state presidents present; and at a luncheon given by the president of the Savannah club, Miss Elizabeth Leacy. . . . Our Bainbridge club recently held a progressive dinner party at which two speakers, Miss Maysie Curry and Miss Olive Morgan, discussed the Ten-Year Objective Plan. . . . At the Christmas party of the Augusta club, Mrs. St. Julian Cullum, chairman of the emblem committee, directed the program, and the principal speaker was Miss Caroline Brown, State treasurer of the Georgia Federation.

### ALABAMA

**M**embers of our Gadsden club have adopted a plan of relief distribution which brings them as much joy as it gives the recipients. The twenty-one members of the "Pilgrim Group" of Girl Scouts in the town, have been "adopted" by as many members of our club, and provided with clothes, pleasant times, and opportunities for advancement.

### NEVADA

**O**ur Las Vegas club is showing proudly the silver cup it received as first prize for its float in the Labor Day parade last September. The float dramatized and explained the club emblem.

### IDAHO

**I**rene Fuller and Laura Fiske, of our Idaho Falls Club, are the authors of a charming little playlet entitled *The Independent Woman*, which was recently produced with appropriate music before the local club. So delighted are we with this evidence of esteem that we have prepared copies of the playlet, which will be sent on request from the National Office.

### KANSAS

**O**ur Beloit club held an unusually interesting January meeting, with a display of Mexican pottery, textiles and laces, and photographs of Mexican scenery, and a delightful review of Stuart Chase's book *Mexico*, given by Miss Gertrude Kirtland of the High School faculty. Miss Ethel French, magazine chairman, shared hostess duties with Miss Josie French, local chairman of international relations, at whose home the meeting was held.

## Honor Roll

**T**he Business and Professional Women's Clubs in the cities listed below have reported securing renewals for 1932-1933 of all members enrolled last year.

### INDIANA—

Lafayette  
Montpelier  
Nappanee  
New Castle

### KENTUCKY—

Somerset

### MISSISSIPPI—

Tchula

### MONTANA—

Niles City

### NEW JERSEY—

Morristown  
New Brunswick

### NORTH CAROLINA—

Clinton  
Raleigh

### PENNSYLVANIA—

Norristown

### TEXAS—

Plainview

### WYOMING—

Laramie

### MASSACHUSETTS

**A**full year's program, particularly along the line of relief work, was outlined at the first meeting of the winter season of our Taunton club, in charge of the research committee, of which Miss Margaret Tufts is chairman. Miss Irene Foley, president of the club, emphasized the need for greater effort in every line of club activity, and Miss Ida T. Negus, of New Bedford, past president of the Massachusetts Federation, gave an interesting review of her two months in Europe with the good-will tour.

Westfield, Amherst and Hampshire Counties are to be congratulated for the splendid assistance they have given to needy children. The Hampshire County Club, in addition to its donation to the relief fund, pledged further support for the Northampton Milk Fund.

## Old Russia Celebrates Easter

(Continued from page 139)

always dressed in white for this occasion, and sat at the head of the table. Eating and drinking continued throughout the day. Stores and offices were closed for three days, and for all meals during the entire week, *Paskas* were served.

A Russian dinner at Easter or any other time always starts with the *Zakuski* (*hors d'oeuvres*) which originated with the Russians. These relishes, sometimes placed on a tray on the sideboard in the dining room or served in the drawing room preceding dinner, include caviar fresh from the Volga, raw salted herring, smoked salmon, anchovies, sun-dried sturgeon, smoked goose flesh, pickled mushrooms, pickled fruits and vegetables, fresh radishes, cucumbers and onions, cheese, sliced sausages and dozens of other Russian specialties. Heavy rye bread with unsalted butter is a delicious accompaniment.

After *Zakuski*, comes the soup—the most famous Russian soup being *Borsch*—with sour cream as a basic ingredient. In fact, sour cream is so much a part of Russian cookery that it might be said to be fairly synonymous with it. In their soups, pancakes, desserts, vegetables—in fact throughout their cookery, extensive use is made of sour cream. They understand its subtle acidity as we never do.

From Alexander Maeff, who directs the famous Russian Tea Room in the shadow of Carnegie Hall in New York, comes the following recipe for *Borsch* as prepared by his chef, Siderenko, which is truly a gastronomic delight. Take one pound of peeled beets, one pound of onions and one-half pound of carrots—all chopped fine. Stew together over a slow fire. Then add one tablespoon of butter. After twenty minutes, drain off the water and add one quart of beef broth or consomme. To this add one tablespoon of tomato paste, a small can of tomatoes and two green peppers, cut fine. Salt and pepper to taste. Last—add a small head of cabbage cut in fine strips. Let all boil together over a very slow fire for about fifteen minutes. When ready to serve, add two tablespoons of sour cream to each portion. Add the cream when the soup is poured into the individual plates and not before. This makes sufficient *Borsch* for four persons.

No discussion of Russian foods would be complete without the mention of *Shashlik*—fragrant, browned sizzling lamb cooked on skewers. This originated with the Cossacks of the Caucasus. In the early days in Russian military families, *Shashlik* was broiled and served on swords, though generally there were individual silver skewers with elaborate handles for the purpose. No wonder that some consider *Shashlik* the Cossack equivalent for the “collops” which Sir Kaye was perpetually bringing to King

Arthur and his Knights.

From this same Russian Tea Room we learn how to make *Shashlik*. Have the butcher cut several filets from a leg of lamb—one for each person to be served. Then cut each into small collops about one-half to three-quarters of an inch thick. Sprinkle with a little salt, pepper and vinegar. Rub with onion and a little garlic. Then place about 6 collops on each skewer. If you haven’t the swords of Sir Kaye or silver skewers, you can get steel skewers in the hardware store. Alternate with the collops thick slices of tomatoes and green peppers. Have a skewer for each person to be served. Broil just as you would lamb chops or steak, and send the *Shashlik* to the table on the skewers. And if you would be even more Russian, on an alcohol burner, as is customary with Russian dishes; this because the weather made it difficult to keep food warm until eaten.

Tea is invariably the beverage served with Russian foods. In fact one might think the Russians drink tea for recreation for they drink it morning, noon and night—and they like it quite as strong as the English do. One always associates tea drinking in Russia with the gleaming copper samovar and glowing charcoals. The tea is served in glasses and, among the well-to-do, with sliced lemon and sugar, and sometimes a spoonful of jam besides. It is always a black tea they use, and tea cakes that accompany it are

of every variety—pastries, cookies, sweet buns flavored with caraway seeds, raisins, nuts and poppy cakes.

*Russian Tea Cakes* made as follows might well complement the afternoon tea if you are serving it in the Russian manner. Mix one cup of sugar, one cup of eggs (about 5), one cup of sour cream, and enough flour to roll. Toss the dough on a board and roll until it is about one-quarter inch thick—then spread with a layer of butter. Fold the dough over and roll and spread again. Repeat this three or four times using in all about a half pound of butter. Place the dough in a bowl and set on the ice to harden. Then roll thin; sprinkle with one cup of chopped almonds, sugar and cinnamon—and cut in thin strips seven or eight inches long. Roll these strips, cut into squares, and sprinkle again with chopped almonds, sugar and cinnamon. Bake in a hot oven.

There are many versions of that characteristic Easter pancake—the *Blini*. The following very simple one might well serve our purposes. Mix one pound of white flour with five cups of warm milk in which one and one-half cakes of yeast have been dissolved. Let rise over night (or at least six hours) then add another pound of flour, one-half teaspoon of salt and one-half teaspoon of sugar. Mix well and set to rise again for a half hour before frying. If the batter is too thick add a little warm milk. Fry in butter like any other pancakes.

# Learn to be Charming

## YOUR FIRST LESSON WITHOUT COST!



MARGERY WILSON



America's authority on charm. Personal advisor to eminent women of society, stage and screen.

### Distinguished Tributes

Norma Shearer writes: "To capture the elusive spirit of Charm and analyze it for personal cultivation, as you have done, is indeed a boon to all who wish to enhance their power."

Ruth Chatterton writes: "Margery Wilson's Charm is all that the title implies and more."

Mary Pickford writes: "You are dealing with a subject close to every woman's heart and you have handled it delightfully."

Rupert Hughes writes: "You have solved the true mysteries of Charm. People who will follow your advice will have charm and enjoy its mystic powers."

HOW much Charm have you? Just what impression do you make? Grade yourself with Margery Wilson's "Charm-Test." This interesting self-analysis chart reveals your various personal qualities by which others judge you. The "Charm-Test," together with your first Lesson in the cultivation of Charm, will be sent to you without cost or obligation. This offer is made so that you may experience the effectiveness of Margery Wilson's personalized training by correspondence.

### A Finishing School at Home

In your own home, under the sympathetic guidance of this distinguished teacher, you learn the art of exquisite self-expression—how to walk, how to talk, how to acquire poise and presence, how to project your personality effectively—to enhance your appeal. Margery Wilson makes tangible the elusive elements of Charm and gives you social ease, charming manners, finish, grace—the smart point of view.

To receive the Lesson and the "Charm-Test" write to:

**MARGERY WILSON**

1148 FIFTH AVENUE, 3D, NEW YORK, N. Y.

## A Message to ALL OUR CLUBS

Try a Pre-Biennial Meeting Now!  
Arouse Your Members' Interest in  
the National Convention in Chi-  
cago by showing them pictures of  
"A Century of Progress,"  
the Chicago World's Fair  
which will be running then.

*Send requests for films directly to:*

**Atlas Educational Film Co.**  
Oak Park, Illinois

*For films and stereopticon slides to:*

**PROMOTION DEPARTMENT**

**A Century of Progress**  
Burnham Park, Chicago, Illinois

*Only a limited supply  
Order at ONCE!!!!*

## Making a Job of Beauty

*(Continued from page 133)*

the tipping is generous. The masseuse may have a beginning salary of eighteen dollars a week or she may earn as much as thirty dollars. When she has acquired recognition and a following, her income will be much more. A hairdresser earns between eighteen to thirty dollars a week. There are many shops who teach beginners their own methods and pay them while they learn. The beauty consultant and the sales representative is paid from thirty to sixty dollars a week, the former sometimes much more.

Few women succeed in this extremely feminine profession without an immense amount of tact. The ambitious beginner cultivates, if she does not already possess, an interest in the welfare of other women and a sympathetic attitude toward their problems. Her personality should be agreeable, her nature optimistic. Here patience is a great virtue, for she must often listen to women who come to her with the most intimate confidences. She must be worldly in the best sense, and if she is sensitive, the human contacts of her occupation greatly benefit and enrich her own personality.

It is not to be supposed that every beauty shop has been founded by a Mary Jones who went to a beauty school for six months, served for a few years as operator in various shops, obtained a position as manager, and then hit on the idea of opening her own shop.

Within the last decade, in addition to the professional open doorway, the business has been blessed with the entry of

those who have engaged in the manufacture and sale of cosmetics and from that basis have branched out into the business of serving all milady's beauty needs.

There are many women who now successfully operate some of the country's finest beauty salons.

One of the most interesting of these women beauty specialists is Madame Helena Rubinstein, who at sixteen studied to become a doctor at the University of Cracow in Poland. But a visit to a relative in Australia changed her entire career, for it was there that she began to cater to the feminine desire for beauty. She brought with her to Australia some cream prepared for her by a physician which was soon in demand among her neighbors because they were sure it was responsible for the fair skin of the young Polish visitor. Now she has a handsome New York establishment, branches in most of the principal cities of Europe, and throughout the United States. She is one of the few women who is president of her own organization, and owns and manages its affairs herself. She employs mostly women and has over 2000 in her American personnel, including department store demonstrators who are on her payroll. Five of her salons are entirely managed by women. She is intensely interested in her employees and encourages them to come to her with their own problems, no matter how personal.

According to Madame Rubinstein, the girl anxious to learn should begin as an operator. Despite the feeling of many girls that they would prefer to get their early grounding behind the counter, she feels that for a thorough knowledge of the business, experience as an operator is an important step. Some sales experience is advisable, also, and then the ambitious beginner may be eligible for a position as beauty counsellor or sales representative. It was Madame Rubinstein, incidentally, who first employed women as traveling sales representatives. The beauty counsellor lectures before women's groups and over the radio, conducts demonstrations in department stores and holds consultations with women on individual beauty problems.

Why is it, one asks, that there are so many more women than men practising beauty culture? Is it adaptation, inclination, or attraction? A little of each, I should say. It is a rare woman indeed who can merely wash her face, shampoo her hair and run a comb through it, and feel as well-groomed and as attractive as she possibly can be. We all feel the urge to cultivate and improve; it is a part of feminine psychology to realize the necessity of making the most of one's appearance—an elementary urge. And right in that thought lies the secret of the natural gravitation of women toward the field of beauty work. It is part of their nature; they like it; they are adapted to it.

This urge often takes quite different forms. It is a wide field we have before us, and in it we find room for the executive, the artist, the mechanically-inclined, and also the strictly business-minded. They all have their place, and, what is more important, they all are making a real job of it!

## Overseas With Our Study Groups

*(Continued from page 141)*

they are most interesting, and as a social experiment they are extremely significant.

"Of course, Paris is a magic word to almost everyone, and no trip to the continent is complete without a few days there. Our trip gives us four days—long enough for a bird's eye view of the city—and opportunity for smaller groups to divide along the line of their major interests. Understanding of the French political situation is essential to a knowledge of present-day international relations. Our Paris stay will certainly give us a little more insight into the French position.

"Since the Russian group and the Central European group return together, the homeward passage will be enlivened by comparison of our experiences. The reactions of *groups* such as ours are much more trustworthy than those of any individual tourist. Together we get a much more comprehensive picture, and pooling our individual experiences will help each of us to a better understanding of the problems which must be solved if we are to have peace."

Miss Starbuck's comments, we feel, give one a foretaste of just how stimulating, intellectually, membership in one of these study groups should prove. If further proof were necessary, one has only to scan the list of those making up the educational committee, which is planning the courses to be covered by each group. It includes Cornelia S. Adair, Dr. Mary Sinclair Crawford, Dr. Margaret Elliott, Mary E. Frayser, Dean Esther Allen Gaw, Dr. Lillian M. Gilbreth, Dr. Ora Latham Hatcher, Mary C. Kennedy, Helen Livingstone, F. Louise Nardin, Mary Stewart, Margaret Yost, Ruth Comfort Mitchell Young, Elizabeth Fitzgerald and Charl Williams.

The following regional chairmen have also been appointed: Myrtle Ellen LaBarr, Rose E. Leidig, Ida T. Negus, Viola C. Manseau, Margaret Yost, Eva Hunt Dockery, Dr. Mildred Rogers, Lillian W. Stevens and Verna M. Huber—a list which promises much for the success of the tours.

To the many who are undoubtedly planning to join one or the other of these groups, it comes as welcome news that the price of membership in the Central European group has been reduced from \$615 to \$597, and in the Russian group from \$650 to \$627.

## Pity the Poor Consumer

(Continued from page 125)

watch for undue control of industry by labor. They should understand that any price reduction or increase is of little value to any Consumer, if some other Consumer has been robbed of purchasing power. They should establish the cause of any price fluctuation before they endorsed or rejected it.

Regulation of the economic organization by the Consumer is possible and sensible, by means of endorsement. Because she occupies a strategic position as Chief Purchasing Agent for Household Commodities, I address this argument, chiefly, to Mrs. Consumer. It's important that she should understand that she and Mr. Consumer pay for every loss brought about by business and industrial stupidity, or governmental inefficiency.

**I**t is logical for the Consumer to say, "It's to my personal advantage that every employer pay a satisfactory wage; that he provide guarantee of employment, make provision for health, accident, and old-age security among his employees."

Mrs. Consumer's husband is (perhaps) a farmer. Good working conditions in other productive industries insure sales for his products. Sales give him purchasing power and put him in the market for manufactured products. The merchant gets a profit on the exchange of goods. There is business for transportation companies. Employment is spread. The current flows through the many channels of business back to the employee who has assurance of stability of employment—a guarantee of purchasing power. And purchasing power has been well-defined as the "key-log in our economic jam."

Mrs. Consumer might, however, refuse to assume responsibility, even though she has accepted the principle of economic interdependence. She might say, "I recognize the inequalities of existing conditions. But what am I, an individual, to do about it? Why pick on me—one out of one hundred and twenty million Americans—to bring about a change?"

Mrs. Consumer should assume this responsibility because change is to her advantage. But she is not alone—one out of one hundred and twenty million Americans.

There are many Americans who know that restoration of purchasing power is needed to start the natural flow of goods from Producer to Consumer. They know that prosperity, to be permanent, must be mutual. They realize that if prosperity returns because of artificial stimulation, with no attempt at reconstruction, the business cycle will repeat itself—perhaps at record speed—and another and greater depression will be on us.

It may encourage Mrs. Consumer to know that there is some social justice among business and industrial organizations.

As early as 1911 the Dennison Manufacturing Company reorganized along progressive lines.

The Kellogg Company, of Grand Rapids, Michigan, has been testing a progressive program during the current depression—shortened working week, adequate wage, unemployment insurance, and general cooperative plan. Reports of increased production and reasonable profits present an interesting contrast to reports from many other industries.

Colorado has an outstanding example of the successful functioning of an industrial organization through consumer support in the Rocky Mountain Fuel Company. The advertising appeal of this company is made by means of open publicity of industrial policies maintained by agreement between the company and its employees. Under this system, production has increased, profits have been maintained, and the average wage of miners rose from \$1790 in 1929, to \$2104 in 1931. This rise placed the miners that work for that company on a salary equal to that of the estimated comfort level of an income survey of 1930. The Rocky Mountain Fuel Company's policies cover consideration of consumer, worker, and operator.

Progressive organizations, such as the ones cited, provide a splendid opportunity for Mrs. Consumer to do her part. She can give them her patronage. She can frankly state her reasons for patronizing them. She will thus help them, and encourage other organizations to adopt similar progressive policies.

If Mrs. Consumer can imagine twenty regular customers, as in the instance of the housewife I mentioned, transferring their business on the basis of progressive policies, she will be able to predict results. There would be some inclination on the part of industry to study policies that could divert so much patronage; that could enlist so much Consumer support—an imaginary demonstration of regulation by Consumer endorsement.

"How is Mrs. Consumer to get information regarding the business and industrial policies of various organizations?" some practical person inquires. "She must have accurate information before she is prepared to pass judgment."

There are agencies, such as Consumers' Research and Consumers' League, whose endorsements are of value. The liberal press supplies information for a study of conditions under which many commodities are produced. But no single measuring-stick is enough. The Union label, for instance, has been an accepted guarantee of a living wage, standard hours and conditions. But there are many necessities that are not produced by Union labor and therefore do not carry the Union label. And unfortunately there are inequalities that have not been overcome by Union organization. There are violations of industrial justice regardless of the safeguards of organized labor.

The Federal Women's Bureau reports that wages are so low in Connecticut "contract" runaway garment shops that half the women earn less than \$5 for a full week's work. Frances Perkins recently quoted figures of actual pay checks of less than ten cents a day; many girls received five and one-half cents, and even three and one-half cents, an hour. Such

## Unlock the Door

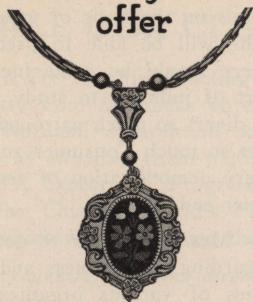
*Of Financial Independence  
With Savings Out of Your Current Income.  
Arrange Now with the Massachusetts Mutual  
To Pay You \$100 a Month for Life  
Beginning at Age 50, 55, 60, or 65.  
All the trouble and risk incident to other  
forms of investment are eliminated.*

**MASSACHUSETTS MUTUAL LIFE  
INSURANCE COMPANY**

Organized 1851

*Springfield, Massachusetts  
More Than Two Billion Dollars of  
Massachusetts Mutual Insurance in Force*

## The Knobby Krafters offer



1. An opportunity for your Club to raise the funds necessary to send your delegates to the Convention this Summer.
2. A dignified Money Raising Plan proven by thousands of Clubs and Societies everywhere.
3. Guaranteed Costume Jewelry and Novelties in exclusive and beautiful designs at a popular price.

The Knobby Kraft Plan is exclusively for organizations and Societies and is not available to individuals for personal profit. Write for particulars. No investment.

THE KNOBBY KRAFTERS  
ATTLEBORO, MASSACHUSETTS  
"Knobby Kraft Novelties Just Sell Themselves"

conditions force relief organizations to supplement the earnings of full-time workers in order to grant them a bare living—which is nothing more nor less than subsidizing the pirate employer and as usual, the Consumer pays. What profit to buy a dress for two or three dollars if its maker has to be subsidized out of the public funds?

But even more serious is the fact that such competition forces the conscientious employer to cut down likewise; and in the end, industry deliberately destroys its own market. And both theorists and practical business men agree that to maintain purchasing power is our most fundamental need.

The industrial problem requires study. It is intricate, and far-reaching are the consequences of industrial stupidity. Eventually they reach the Consumer. He may pay in wage-cuts or unemployment. He may pay in reduced prices on products, reduced profits, or inadequate service, depending on his source of income. But there's no doubt that he will receive the bill in some form.

Mrs. Consumer should know that many things affect the finances of herself and Mr. Consumer. They may have been thrifty and have invested their savings in tax-exempt securities, but they pay taxes, nevertheless. Possibly not on property, nor on income, but they pay taxes as part of the price of commodities that must return overhead to *some* taxpayer. She should not overlook the fact that tariff levies, too, are passed to the Consumer, who pays for the alleged protection of American industry.

Mrs. Consumer may be one of the fortunate 16 per cent of Americans whose income is above what is known as the comfort level—from \$2,000 to \$3,000 per annum—and a change in the economic

system may not seem highly important.

But if she is among the 86 per cent of the buying public, 43.47 per cent with incomes below the minimum comfort level—in many cases near zero point—a change, to her, is of vital importance. In these lower levels incomes are fluctuating, unstable, and subject to sudden reverses.

Consumers cannot enjoy permanent prosperity until business and industry have been properly regulated; until all the forces that affect the economic organization have been reorganized and coordinated to serve the interests of the people, as a whole.

Consumer endorsements, given and withheld, could do much to promote such reorganization. The endorsements of an army of intelligent consumers could, without political action or official sanction, change the economic situation quickly and bloodlessly. Consumers have collective power to successfully attack every point on the economic front—business, industry, finance, politics. An aroused consuming public could accomplish wonders.

Mr. and Mrs. Consumer have a definite interest in the economic enterprise. In reality, it is they who finance the organization. Surely, knowing this, they will not be content, longer, to function as shock absorbers for the economic machine.

Because of the relation of their personal problems to the problems of the entire social group, they should assume responsibility for industrial and economic regulation by means of endorsement. They should be ready to cooperate in a movement toward a stabilized economic program that offered economic security—including adequate income and old-age provision.

Economic security should be a decidedly satisfying reward to both Mr. and Mrs. Consumer, in return for assuming a responsibility that, logically, is theirs.



### In the Easter Parade

(Continued from page 136)

flattering—as fresh as the first crocus—especially when relieved with touches of white, yellow or pink. True, it is not as practical as black. But it does come second in the scale of not-easily-soiled, distinctive dark colors. I wholeheartedly advise you to go in for navy—with lots of white in the way of gloves, touches of piqué, hat-bands, crisp organdy—even a complete white hat, if you can fit it into the ensemble properly.

After navy, *black* is the second choice for Spring. You will still see plenty of black and white. But, in Paris, yellow, chartreuse or peppermint green and high reds are being used with black—replacing

white which has had such a long vogue. Beige and gray are two newcomers—the former always flattering, elegant and grand-looking; the latter more difficult to wear but very distinctive and becoming to certain types. If you like brown, there's a new shade called *mascara* for the women who like to be in the minority.

This spring, accessories are tremendously important and interesting. No end to the neckwear (which has finally been made to be actually washable) to dress up tailored silk frocks—the most perfect costume, after all, for the casual business day. There are bows, bibs, Ascot ties, Eton collars, ruchings and frills. In fact, you can make one dress look like three by having different neckwear.

Belts are another quick-change trick. They are a great help if you have an old dress that needs a fresh, new touch. The best ones should match up with your shoes—in calfskin, patent leathers or suède—wide or narrow—according to which best becomes your figure.

Stockings should be lighter, say the fashion authorities. But women still seem to prefer the dark tones in very sheer chiffon that blend so imperceptibly with frock lengths.

Handbags should match shoes nearly always—that's as safe a rule as you can make for capricious fashion combinations. So, this year, because the smartest shoes are kid and light-weight calf, the handbags must follow suit, matched to the basic costume color or contrasting smartly—a navy blue costume, for instance, accented with a gay, red handbag.

Suits and capes are the two 1933 fashion leaders. The mannish tailored suit is a favorite—navy blue and gray especially. And you will see some striking combinations in suits with skirts and jackets of contrasting materials. Capes will swing jauntily—in full, three quarters and shoulder lengths. Even that full-length cape that we all wore so enthusiastically a number of years ago, is expected to have a popular revival.

Another come-back is the box coat—straight or flared like the old Balmacaan. And nothing is smarter than the three-quarter coat in a different color or material from the skirt-and-blouse or dress under it.

The fashion magazines will tell you that there is a perceptible change in line. And this is important if you make an expensive choice which you will want to wear for a few seasons. The fitted, rib-hugging fashions with the fancy sleeves that have been picturesque and fun to wear are fast going out. In their place, straighter lines are appearing—with plainer sleeves, looser bodices and, in many cases, with belts placed lower on the hips.

In short, a taller, straighter, up-and-down silhouette is coming in—which is a reason for millinery going “high-hat.”

Notice these new hats. The trimmings all concentrate at the back, and, even if you wear the simplest "tam" shape, you pull it way down over one eye so that the back naturally sets higher.

Fashion is full of clever tricks this spring. At least a half dozen wily ways to short-cuts in dressing smartly:

1. *Wear a light skirt and dark blouse.* This contrast theme has been a favorite abroad for several months. It has a daring, dramatic effect that the intuitively smart woman recognizes. (The light coat—beige or gray—over a dark dress is also important!)

2. *Wear skirts and blouses.* Yes, this is smart fashion—and the tuck-in blouse is newer than the overblouse.

3. *Wear lots of white.* White pique is a thrifty standby. White gloves, by all means, and lots of white around your neck. A vestee of white with your tailored suit. A white hat, if you can get away with it.

4. *Go in for English-type clothes.* Tweeds, homespuns, Shetland woolens with a peaty smell and cross-country look. Not too country-club, of course, but in the town adaptations.

5. *Match your accessories.* Pique gloves and pique scarf. Or match your scarf, hat and bag in color or material.

6. *Wear a touch of plaid.* Roman striped, or checked. A scarf, a hat-band, a handbag in any of these dramatic designs gives an accent of chic.

## Erin Go Bragh!

(Continued from page 127)

"Why have you called it St. Ultan's?"

Then she told me the story. St. Ultan was an Irish Bishop of the Seventh Century. When the yellow plague which swept over all Europe carried off numberless parents in the district over which he ruled, he took the helpless infants into his monastery and, being sorely troubled with ways and means to feed them, "procured cows' teats which he filled with milk and put into the babies' mouths with his own hands, the first mentioned feeding bottles on record."

I saw various members of the staff of physicians engaged in the different consulting rooms and all were women. I think I boasted a little in St. Ultan's of the women doctors of my own little town on the Ohio and gave extra special word to the successful work of my next-door neighbor, Dr. Anne Marting, past President of the Ironton Business and Professional Women's Club.

As women, we may rejoice that the women of Ireland not only have the power of the ballot but are generously represented in the important offices of their Government. Miss Margaret Pearse, head of Ireland's world-renowned boys' school

in Rathfarnum, a suburb of Dublin that is closely associated with the memory of Sara Curran and Robert Emmett, as well as the Pearse brothers, is now a Dail Deputy, having carried her district in the recent elections. Mrs. Helena Concannon went into the Dail as the University representative. There are other women Deputies in the Dail.

I could not possibly discover in my rather close companionship with Senator Kathleen Clarke (one of three woman Senators) that high political office undoes one whit an Irishwoman's femininity. It was the Senator herself, come straight from a society function at the Gresham and wearing still her pretty afternoon dress, who, not the least flustered by the absence of her maid, prepared and sat me down to a most relishable tea.

Mrs. Concannon lives in Salt Hill, Galway. "Small wonder you write so well," said I, as I stood one December morning within the study of her "Dwelling by the Sea." I was looking beyond the flower garden still sporting blooms, and the vegetable garden where all sorts of vegetables were hidden under sheltering hills, beyond white sea-sands, beyond the near waters of Galway Bay to where far out the Aran Isles were beckoning me.

"Yes, I should write well in such a place," she modestly answered, "but we can't always live up to our great inspirations."

Her literary output is enormous and follows a most difficult, because deeply intellectual, channel—the narration of ancient history and the biography of lives around which cycles of events have eddied—lives most foreign to popular understanding because of their greatness and because of the long stretch of centuries lying between their day and our own. And yet, so vivifying the power of this woman's pen, that like an electric spark, it kindles an interest even in unbookish minds. This brilliant historian is not halted in her research work when it leads to ponderous Latin, German, Italian or French volumes or to some Gaelic manuscript, yellowed with age.

As house guest over the Christmas Holidays in "Tivoli" (the beautiful home of the Dalys, overlooking Shannon's 'Druid waters') I got my best close-up of an Irish business woman's rounded nature—her efficiency and fun—her head and heart. Madge Daly, flaming patriot, outstanding business woman, seen in the home quite routs the bogey that a career undoes a woman's natural social interests, her tenderness, gentility and charm. The wit of Mrs. Daly (Madge's mother) is more phosphorescent than the Shannon under moonlight, and her cultivated mentality when turned on history's page can enlighten those of us who draw back from the dire poverty and often consequent uncleanness seen in Ireland.

It is the women who are the very backbone of a far-reaching movement to bring before the public the realization that true wealth of any nation depends upon the produce of its soil—the output of its factories and the willingness of its people to support home industries. Miss Elizabeth Somers, General Secretary of the "National Agricultural and Industrial Association," graciously acted as my cicerone in the Association's display rooms in St. Stephen's Green, Dublin.

She corrected my false notion that it was an exhibition of woman's work only. "These marbles, building materials, iron manufactures are not of woman's make. Our slogan is a little different from yours," she said. "We are striving for 'Better Business Opportunity for Business Men and Women!' To this end we are endeavoring to start factories in every community to give our men employment. At the same time we are insisting on women receiving *equal wages with men*. It is the system of unequal wages for equal work that is creating economic havoc and reversing the natural order—sending strong men into idleness and forcing weak and sickly women into hard labor. Looking to the welfare of country and mankind, we are working 'each for all and all for each.'"

## "I'm Hotel Hostess Now—and earning a splendid salary!"



Mabel Stockham, Office Worker Without Experience, Becomes Hostess of New York Hotel.

"It seems too good to be true. An office worker, I knew absolutely nothing about the hotel field. Yet, now I have been appointed Hostess and House Director of this hotel, earn a good salary and have unlimited opportunities. I am making a success of it and like my work exceedingly. My hope of a really important position

paying a salary that would enable me to enjoy the better things of life has been realized—and I owe it all to my Lewis Spare-Time, Home-Study Training."

**Step Into a Well-Paid Hotel Position**  
Good positions for trained women in hotel, club, restaurant and institutional field. Opportunities from coast to coast for Apartment Hotel Managers, Assistant Managers, Housekeepers, Hostesses and many other important positions. Lewis-trained women START at salaries up to \$2,500 a year, with living often included. Previous experience proved unnecessary. Lewis graduates, both young and mature, winning success. Good grade school education, plus Lewis Training, qualifies you at home, in spare time. FREE Book gives full details about this fascinating field, and explains how you are registered, FREE of extra cost, in the Lewis National Placement Service, which covers the country at 70,000 points through special arrangement with Postal Telegraph. Mail coupon NOW! LEWIS HOTEL TRAINING SCHOOLS, Sta. GD-6330, Washington, D. C.

## OPPORTUNITY COUPON

Lewis Hotel Training Schools, Sta. GD-6330, Washington, D. C.

Send me the Free Book, "Your Big Opportunity," without obligation, and details as to how to qualify for a well-paid position.

Name .....

Address .....

City ..... State .....

## State Conventions for Spring of 1933

State	Place	Date	Speaker
Alabama	Dothan, Houston Hotel	May 1, 2	Geline McD. Bowman
Arizona	Douglas, Gadsden Hotel	May 5-7	Eudora Ramsay Richardson
Arkansas	Russellville, Pearson Hotel	April 21, 22	Geline McD. Bowman
California	San Jose	May 19-21	Eudora Ramsay Richardson
Colorado	Waterbury	June 9-11	Geline McD. Bowman
Connecticut	St. Petersburg	May 13	Eudora Ramsay Richardson
Florida	Albany, New Albany Hotel	May 12-14	Geline McD. Bowman
Georgia	Gooding	May 8, 9	Geline McD. Bowman
Idaho	Joliet	May 21-23	Eudora Ramsay Richardson
Illinois	South Bend	July 8	Eudora Ramsay Richardson
Indiana	Sioux City	May 12-14	Marjorie Shuler
Iowa	Garden City, Warren Hotel	May 12-14	Mrs. Lulah T. Andrews
Kansas	Middleboro	May 19-21	Geline McD. Bowman
Kentucky	Covington	April 27-29	Geline McD. Bowman
Louisiana	Calais	May 29, 30	Geline McD. Bowman
Maine	Cumberland	May 26, 27	Marjorie Shuler
Maryland	Gloucester	June 24, 25	Martha Connole
Massachusetts	Detroit, Hotel Statler	May 13, 14	
Michigan	Crookston, Hotel Crookston	May 19-21	
Minnesota	St. Joseph, Robidoux Hotel	May	
Mississippi	Helena	April 21-23	
Missouri	North Platte, Pawnee Hotel	June 3, 4	
Montana	Lovelock	April 21-23	
Nebraska	Nashua	May 16	
Nevada	Atlantic City	May 6, 7	
New Hampshire	Carlsbad	May 19-21	
New Jersey	Corning	April 28-30	
New Mexico	Asheville, Grove Park Inn	May 19-21	
New York	Valley City	June 8-10	
North Carolina	Cleveland	May 19, 20	
North Dakota	Oklahoma City	May 20, 21	
Ohio	Coquille	April 21-23	
Oklahoma	Untiontown	May 19-21	
Oregon	Aberdeen	May 19, 20	
Pennsylvania	Memphis	May 5, 6	
South Carolina	San Angelo, Hilton Hotel	May 15-17	
South Dakota	Salt Lake City	May 12, 13	
Tennessee	Montpelier, Montpelier Tavern	June 8-10	
Texas	Charlottesville, Monticello Hotel	May 29, 30	
Utah	Everett	May 17	
Vermont	Morgantown	May 19, 20	
Virginia	Antigo	May 27, 28	
Washington	Thermopolis	May 13, 14	
West Virginia		May 19, 20	
Wisconsin		May 20, 21	

## Has Your City a Plan?

(Continued from page 131)

vehicular traffic between all sections of the city. By predetermining the location and width of major streets a portion of the system can be obtained without cost when territory is subdivided; or in some instances the routes can be widened gradually by the establishment of building lines. Both of these methods will result in large financial savings to the city. A major street plan will improve traffic conditions, and by concentrating the movement on certain wide, well designed and carefully located thoroughfares, it will reduce maintenance and paving costs upon the remaining streets and also eliminate a large amount of undesirable through traffic from residential districts.

The Transportation phase of the city plan is concerned with railroads, waterways, trucks and other facilities that carry freight or passengers to and from other cities or areas beyond the city. The growth of any city depends to a marked degree upon these carriers. If they are improperly located, these facilities may become objectionable and form an obstacle to the logical development of some portions of the city. For example, a railroad traversing an area which is used or which should logically be used for residential rather than industrial purposes may retard the proper growth of that district. Thus the transportation study anticipates appropriate locations for transportation facilities where they can best fulfill their function and have room for future expansion. The plan will often suggest methods of co-ordinating and combining certain facilities, such as passenger stations, freight houses and terminals. By coordinating the railroad plan and major street plan, a definite program for the elimination of grade crossings can be agreed upon.

Street cars, buses or other forms of public carriers constituting the city transit system are dealt with in the Transit plan. The locations and routings of the different lines so as to avoid duplication of service and insure their proper relationship to population are the most important problems of this phase of the city plan. Street car or bus routes should be located on important thoroughfares rather than on minor residential streets and thus the Major Street and Transit studies should be coordinated.

Zoning is sometimes misconstrued as involving the entire subject of city planning, whereas it is but one of the important phases. The Major Street, Transportation and Transit plans form the basic framework for the city's growth, and the Zoning plan insures the proper use of land or type of growth about this framework. It is concerned only with the

## The Business Woman's Bookshelf

(Continued from page 134)

slays his man, a government revenue spy, Cleve, a relative. Through Lant's infatuation for the vapid, pretty Ardis he has lost his true mate Kezzy who loves him but who marries Cleve. Kezzy is a valiant soul, Cleve, a complete rotter. He betrays Lant and other Scrub people to the revenue men, thus destroying their only means of livelihood in hard times. Lant, reconstructing his broken still, knows that Cleve will again betray him and his friends. They will starve if this happens. Lant kills Cleve in defense of his right to live. Kezzy knows that he has done this, but marries him just the same, knowing that the deed was justified. Yet, justified or not, it brings the same fear into Lant's life that haunted his grandfather's. Henceforth, he too, will live inescapably bound to fear. A tragedy for the wild and fearless youth who has always seemed the free companion of wood and river, at one with the mysterious Scrub.

A memorable novel, opening our eyes to a new corner of our country, to a people who might be our forefathers, struggling with the hardships of a primitive land, meeting their problems with a patience, a dignity, a resourcefulness that wins our admiration and our interest.

## With the Magazines

A partnership between employer and worker, a sharing of the profits of production upon the same equitable principle as that which attaches by law to ordinary partnership, is the idea embodied by Judge Wells Wells in a most interesting article in the April "Scribner's" — "Capitalism Has Not Been Tried." The legal mind recognizes that the dictates of justice coincide with economic law.

CO

Do women lack a sense of chivalry? Irvin S. Cobb, in the April "American Magazine," asserts that they do, in "Why Are Women Like That?" an article which is certain to arouse heated discussion. Mr. Cobb contends that women have entered life's greater game but refuse to abide by the rules. The "American Magazine" offers prizes for the best letters replying to Mr. Cobb's assertion that women are unfair to men.

CO

"In Step With the Times," Anna Steese Richardson's article in the April "Woman's Home Companion," shows the forward accomplishment of women's organizations in citizenship programs. It is interesting to note how the objectives of other women's groups are working successfully.

Special Committees on the Federation Program:

MRS. E. PEARL WARWICK,  
General Chairman  
28th floor, Palmolive Building,  
Chicago, Ill.

Discriminations

DR. IVA LOWTHER PETERS, *Chairman*  
National Headquarters  
MARY ARMSTRONG, *Chairman*  
National Thrift  
MRS. EMILIE H. BURCHAM,  
*Chairman*  
Song Book  
PEARL L'HEUREUX, *Chairman*

◆  
Organizations with which the Federation is Cooperating:

Women's Joint Congressional Committee  
CHARL WILLIAMS, *Representative*  
National Council of Women  
International Federation of Business and Professional Women  
Cause and Cure of War Conference  
American Academy of Political and Social Science

areas can only be acquired at considerable expense, and the utilization of any public or semi-public open areas is essential. In the more sparsely developed sections, however, the recreation plan locates park and playground areas in relation to population needs, and they can be acquired in advance of increased land values. A zoning ordinance is of immense value in this respect since it will indicate the location of future residential districts and the maximum density of population within such districts.

The development of public building groups and other methods of improving the city's appearance are considered in the Civic Art section of the city plan. In only a few cities are the several public buildings, such as the city hall, courthouse, post office, auditorium, and the like, conveniently located in relation to each other. If, however, these buildings were all grouped around a central open area they would not only facilitate the transaction of public business but would also create an impressive unit, improve the character of the city, and be a justifiable source of civic pride. A plan showing the location and treatment of such a group will enable the different buildings to be constructed as needed, and the complete development will eventually be realized without excessive cost. Recommendations concerning street tree planting, street appurtenances, advertising signs and other similar factors that will improve urban amenities, are also contained in the Civic Art section of the city plan.

In addition to the six major phases of a city plan as described above, there may be special subjects to consider, such as housing, traffic surveys, improvement of water front areas or other similar problems. The proper solution of these, however, is primarily dependent upon the basic phases of the city plan.

Any discussion of the different elements of a city plan implies or suggests numerous economic benefits. Generally speaking these advantages or financial savings fall under three major classifications: (1) Advantages and savings resulting from regulatory measures; (2) reduced expenditures resulting from ability to acquire land for necessary improvements in advance of high values; (3) elimination of unnecessary expenditures by coordinating improvements and insuring that any improvement will serve future needs rather than become obsolete.

Measures such as zoning regulations, control of new subdivisions, and building line restrictions for street widenings are included in the first classification. They involve no direct expenditures, yet save the city large annual amounts merely by prohibiting improper development which would eventually have to be corrected. Depreciated property values in certain unzoned areas, the platting of wide streets in

new areas, and the cost of street widening in developed sections are evidence of the economic advantage of the measures.

Improvements are often made which become obsolete in a few years either because they are improperly located or because they are inadequate for future needs. Comprehensive plans showing the proper location and size of all necessary improvements will eliminate the majority of these wasteful expenditures. Furthermore, the coordination of facilities such as school and park areas will produce additional savings.

Long term budgets or improvement programs are being adopted in a number of cities. They involve an analysis of municipal revenue and expenditures and the preparation of a financial program of administrative and improvement expenditures for a period of five or ten years. This will enable the city to keep expenditures within a reasonable tax rate, yet provide for those physical improvements which are most necessary. A comprehensive city plan is essential in the preparation of such a budget. It shows all physical improvements that will be necessary for many years as well as indicating their importance and benefits.

While the preparation of a city plan is an important step toward the development of an efficient and desirable city, the ultimate results will depend upon its proper execution. Municipal officials are

use of land or buildings, the height of buildings, and the amount of open space in the form of front, side or rear yards that must be provided around the buildings. The practice of zoning is often compared with good housekeeping since it involves the selection of the proper location for all uses, which might be classed as the equipment of the municipal household, and the keeping of each use in its proper place.

The fact that more than 1100 cities of all sizes and located in all sections of the country have adopted zoning regulations during the past sixteen years, furnishes adequate proof of the popularity and value of zoning. A survey of the average city will reveal industries, stores, or apartments in single-family residential districts, dwellings or apartments crowded together so as to eliminate light and air, and tall buildings that depreciate the value of nearby smaller structures. Only by adequate zoning regulations can these abuses be avoided and the existing value and character of districts be protected.

The Recreation plan is concerned with the proper coordination of all park and playground facilities, as well as the anticipation of future needs for such facilities. The absence of park facilities in the earlier cities, changing working and living conditions which necessitate more park areas, and the increase of urban population and land values, have produced serious recreation problems. In the more congested residential districts, limited park

WEYHING BROTHERS  
MANUFACTURING CO.

*"Jewelrymen of the  
Better Kind"*

MANUFACTURERS of  
emblematic jewelry,  
medals, badges, trophies, etc.  
Special designs, prices and catalog on request.

For more than a quarter of a century, "Weyhing" has been synonymous with real craftsmanship in precious metals. We pride ourselves on that reputation.

NOTICE

All National Federation insignia must be purchased from the National Headquarters, 1819 Broadway, New York, N. Y., and all literature, designs and prices pertaining to the Federation emblem can be obtained from the National Office.

Main Office and Salesroom  
304 Eaton Tower

East Side Office and Factory  
Gratiot at McDougall  
DETROIT, MICHIGAN

## With Our Authors

Mary Dewhurst Blankenhorn, for twenty years a close friend of the new Secretary of Labor, writes of Frances Perkins with deep understanding in "The First Woman in the Cabinet." Miss Blankenhorn has followed in Miss Perkins' footsteps to the extent of being for three years executive secretary of the Consumers' League of New York, has been publicity secretary of the Women's City Club of New York, and is now engaged in promotion and publicity.

□□

Anna Steese Richardson, whose editorial, "Opportunity Is Ours," appears in this issue, is Director of the Good Citizenship Bureau of Woman's Home Companion.

□□

Winifred Banner needs no introduction to Independent Woman readers. Once county superintendent of schools in Wyoming, Mrs. Banner has specialized in the subjects of government and education, and is admirably fitted to make the intricate problems of today understandable to the lay mind.

□□

Judge Wells Wells, who contributes "Modern Woman—Myth or Reality?" has written a book about women, soon to be published by Scribner's, and is the author of that fascinating study of a president, "Wilson, the Unknown." He brings a trained legal mind to bear upon problems of social and economic justice, as evidenced by his article in Scribner's for April: "Capitalism Has Not Been Tried."

□□

"Erin Go Bragh!" is the account of a recent visit to Ireland by Agnes B. Chute-King, lecturer and author of the historical novel, "Duncan Davidson"—a popular member of our Ironton, Ohio Business and Professional Woman's Club.

□□

"Saturday's Child," the excellent budget plan in this issue, is the work of Bernice Dodge, Home Economist with the Household Finance Corporation of Chicago.

□□

Harland Bartholomew, who contributes "Has Your City A Plan?" is internationally recognized as an authority on the subject of city planning.

□□

"Making a Job of Beauty," the vocational guidance article for this month, is written by Miss Hazel L. Kozlay, Editor of the American Hairdresser.

primarily responsible for the enforcement of the various regulations and for making the recommended improvements, but in this work, they must have the active support of the general public. An apathetic attitude among the citizens will not produce very satisfactory results. These can only be obtained by means of a well balanced program supported by active and sustained and well organized interest.

Must we not admit that our American cities are very unsatisfactorily planned and more or less badly developed throughout most of their area? The times are ripe for centralization of effort for improved community development. Women's organizations particularly, because of their unbiased and unselfish point of view, should be leaders in such work.

If your community is unsatisfactorily planned and developed, the condition can be corrected only by (1) an official comprehensive city plan, and (2) widespread public understanding and acceptance of the plan. The first of these is a technical job which must be performed by an officially appointed city planning commission. The second task is the responsibility of a citizens' organization.

City officials who are genuinely interested in fulfilling their public responsibilities will welcome both undertakings.

*Editor's Note: Write the Division of Building and Housing, Department of Commerce, Washington, D. C.; the American Civic Association, 901-903 Union Trust Building, Washington, D. C.; or the Harvard University School of City Planning, for further information and pamphlets on the subject of city planning.*

◆

## Chicago Beckons

(Continued from page 140) need a nervous, jumpy person. Today's problems are serious. They need vigor and vitality. They profit, too, by refreshed viewpoints; renewed interest. The Chicago convention will furnish these ingredients for the winter's work. It will be a tonic for both you and your business.

The very activity and enterprise of the World's Fair—that amazing added attraction—will exhilarate you. For this is to be no ordinary Fair. Powerful figures of industry are coming from the four corners of the world to make it a success. The celebrities of the nation will gather in Chicago to look and listen. Hollywood will be represented.

This Fair is not a display of prize pumpkins and bed-quilts, with a snake charmer and a trotting race thrown in for good measure. It is to be a moving pageant of progress. It will be electric with excitement. Against such a background of energy and eagerness, it is fitting that our own Biennial Convention should conduct its business—should hold

## Statement

of the Ownership, Management, Circulation, etc., Required by the Act of Congress of August 24, 1912, of

INDEPENDENT WOMAN

Published monthly at Baltimore, Md., for April 1, 1933

STATE OF NEW YORK } ss.  
COUNTY OF NEW YORK }

Before me, a Notary in and for the State and county aforesaid, personally appeared Winifred Willson, who, having been duly sworn according to law, deposes and says that she is the Editor of the INDEPENDENT WOMAN and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, National Federation of Bus. & Prof. Women's Clubs, 1819 Broadway, New York City; Editor, Winifred Willson; Managing Editor, Winifred Willson; Business Manager, Winifred Willson.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

The National Federation of Business and Professional Women's Clubs, Inc., an organization composed of some 1265 clubs throughout the United States. Mrs. Geline MacDonald Bowman, President; Mrs. Helen M. Schluraff, First Vice President; Mrs. Bonnie K. Robertson, Second Vice President; Miss Earlene White, Recording Secretary; Miss Margaret Katherine Stewart, Corresponding Secretary, and Miss Margaret Stewart, Treasurer.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ..... (This information is required from daily publications only.)

WINIFRED WILLSON,  
Editor.

Sworn to and subscribed before me this 11th day of March, 1933.

(Seal) THOMAS D. MITCHELL,

Notary Public.

(My commission expires March 30, 1933.)

those meetings which are to bring us so much nearer to the goal outlined in our Ten-Year Objective.

So straighten your desk, plan your work ahead, and jot down the things you'll want to put in the suitcase. Then come and help us shuffle the cards for that new deal of which we have heard so much—for which we all hold such high hopes!

# *The National Federation of Business and Professional Women's Clubs, Inc.*

1819 Broadway, New York, N. Y.  
Telephone: Columbus 5-3935

## STAFF

EMILY R. KNEUBUHL, *Executive Secretary*

HELEN HAVENER, *Publicity Director*

EUDORA RAMSAY RICHARDSON and

FRANCES CUMMINGS, *Educational Secretary*

MARGUERITE J. SMITH, *National Field Representatives*

WINIFRED WILLSON, *Editor*

## NATIONAL OFFICERS

President ..... MRS. GELINE MACDONALD BOWMAN, 28 North 8th Street, Richmond, Va.  
First Vice President ..... MRS. HELEN M. SCHLURAFF, 30 West 8th Street, Erie, Penna.  
Second Vice President ..... MRS. BONNIE K. ROBERTSON, Rossville, Ill.  
Recording Secretary ..... MISS EARLENE WHITE, Postmaster, Capitol P.O., Senate Side, Washington, D.C.  
Corresponding Secretary ..... MISS MARGARET KATHERINE STEWART, 132 North First Street, Phoenix, Ariz.  
Treasurer ..... MISS MARGARET STEWART, 228 Eccles Building, Ogden, Utah  
Parliamentarian ..... MRS. BEN LOEWENSTEIN, 683 Gholson Ave., Cincinnati, Ohio

## HONORARY PRESIDENTS

MRS. LENA LAKE FORREST, 1680 First National Bank Bldg., Detroit, Michigan  
MISS LENA MADESEN PHILLIPS, 233 Broadway, New York, N. Y.

## State Representatives on Board of Directors

ALABAMA—Miss Annie J. Coates, Box 103, Gadsden  
ARIZONA—Miss Emma Dutcher, 237 Washington St. South, Prescott  
ARKANSAS—Miss Lillian Newman, Arkansas Trust Co., Hot Springs  
CALIFORNIA—Miss Winifred M. Frye, 526 East Arregella St., Santa Barbara  
COLORADO—Miss Carrie McClellan, 702 North Cascade Ave., Colorado Springs  
CONNECTICUT—Miss Anna B. Platt, R. D. No. 4, Waterbury  
FLORIDA—Mrs. Betty Crooks, 2578 Post St., Jacksonville  
GEORGIA—Miss Rebecca Shuman, c/o Quaker Savings Association, Atlanta  
IDAHO—Miss B. Marie Aukerman, c/o Thomas C. Coffin, House Office Building, Washington, D. C.  
ILLINOIS—Miss Celia M. Howard, 656 Federal Building, Chicago  
INDIANA—Mrs. Adah O. Frost, Methodist Hospital, Indianapolis  
IOWA—Miss Mina B. Rayburn, Box 235, Council Bluffs  
KANSAS—Mrs. Loretta Selover, 1131 Riverside Boulevard, Wichita  
KENTUCKY—Miss Ruby Ellen Darnell, 611 Madison St., Paducah  
LOUISIANA—Mrs. Jessie Norton, Norton Business College, Shreveport  
MAINE—Mrs. Lottie Mitchell, 41 Thornton Ave., Saco  
MARYLAND—Mrs. Julius W. Freeman, 112 So. Gay St., Baltimore  
MASSACHUSETTS—Mrs. Ella L. Elder, 69 Belmont Ave., Northampton  
MICHIGAN—Miss J. Maude Gleason, 426 Prospect Ave. N. E., Grand Rapids  
MINNESOTA—Mrs. Eula B. Oliver, 2212 Fourth Avenue, Hibbing  
MISSISSIPPI—Miss Mildred Hale, Oxford  
MISSOURI—Mrs. Pearl Gehrig, Salisbury  
MONTANA—Mrs. Mary Johnson, Harvey Hotel, Helena  
NEBRASKA—Miss Angeline Wood, 718 E. 9th St., Hastings  
NEVADA—Mrs. May E. Tedford, Fallon  
NEW HAMPSHIRE—Miss Elsie C. Bailey, c/o Flower Shop, Newport  
NEW JERSEY—Mrs. Myra Blakeslee, 170 South Clinton, East Orange  
NEW MEXICO—Dr. Rubyte Morton, Pioneer Building, Las Vegas  
NEW YORK—Miss Grace L. B. Milligan, 45 Park Ave., Mount Vernon  
NORTH CAROLINA—Miss Nettie Brodgon, Guilford County Court House, Greensboro  
NORTH DAKOTA—Miss Gladys Tompkins, Devil's Lake  
OHIO—Miss Lauretta McKee, 2114 Salem Avenue, Dayton  
OKLAHOMA—Miss Florence Cartwright, 216 South Mississippi, Shawnee  
OREGON—Mrs. Edith K. Falbe, 409 East Douglas St., Roseburg  
PENNSYLVANIA—Miss Helen A. Blair, 88 Main Street, Wellsville  
SOUTH CAROLINA—Miss Annie H. Brown, 33 Pinckney St., Greenville  
SOUTH DAKOTA—Miss Mabel Sensor, 1416 South Lincoln St., Aberdeen  
TENNESSEE—Miss Virginia Harmon, 1001 Stahlman Bldg., Nashville  
TEXAS—Miss Mary O. Lilyerstrom, Beaumont  
UTAH—Miss Elizabeth Crawford, 610 Clift Bldg., Salt Lake City  
VERMONT—Miss Lena Giudici, 58 Pleasant St., Barre  
VIRGINIA—Miss Hilda Marshall, Martinsville  
WASHINGTON—Miss Lulu Moulton, 210 Old Capitol Building, Olympia  
WEST VIRGINIA—Miss Dorcas Prichard, State Teachers' College, Fairmont  
WISCONSIN—Miss Gertrude McGuine, 902 Third St., Wausau  
WYOMING—Miss Betty Tolhurst, Box 1031, Casper

## Chairmen of Standing Committees

EDUCATION—Miss Mary Stewart, Wardman Park Hotel, Washington, D. C.  
EMBLEM—Miss Elsie Riddick, Corporation Commission, State Capitol, Raleigh, N. C.  
FINANCE—Miss Alice L. Engelhardt, 18 W. 5th St., Cincinnati, Ohio.  
HEALTH—Dr. Nancy Meek Hain, 308 Venetian Arcade Bldg., Miami, Florida.  
INTERNATIONAL RELATIONS—Miss Josephine Schain, 155 East 47th Street, New York, N. Y.  
LEGISLATION—Mrs. Lulah T. Andrews, 224 North 32nd Ave., Omaha, Nebraska.  
TRANSPORTATION—Miss Maxie Swift, 1223 East 9th Street, Shawnee, Oklahoma  
MAGAZINE—Miss Helen Bennett, Plaza Hotel, Chicago, Illinois.  
MEMBERSHIP—Miss Marion H. McClench, 419 First National Bank Building, Ann Arbor, Michigan.  
PROGRAM—Mrs. Anne F. Leidendecker, Los Angeles Public Library, Los Angeles, California.  
PUBLIC RELATIONS—Judge Florence E. Allen, Supreme Court, Columbus, Ohio.  
PUBLICITY—Miss Marjorie Shuler, 390 Riverside Drive, New York, N. Y.  
RESEARCH—Dr. Lillian Gilbreth, 68 Eagle Rock Way, Montclair, New Jersey.

# DO YOU OWN A FEDERATION EMBLEM?

With state conventions just ahead we urge that every member attending be an emblem wearer. If your club is to be the hostess club, be sure the emblem is displayed in the many attractive forms provided.

**Emblem Wall Plaques**  
7" diameter bronze on  
11" x 13" mahogany base



**Display in your club  
rooms and with other  
emblems in hotel lobbies**

F. O. B. ATTLEBORO, MASS. .... \$8.50



**BOOK ENDS** —  
Cast in bronze,  
suitable for home  
and office, f.o.b.  
Attleboro, Mass.  
\$7.50

**RINGS** — \$10.00  
each; in lots of  
fifty, \$9.50 each.  
In white gold,  
each ..... \$12.00



**OFFICIAL FED-  
ERATION  
ROAD SIGN** —  
Advertise your  
town and your  
club. In porcelain  
enamel, dark  
brown and cream,  
guaranteed 10  
years. 18" diameter.  
Any lettering.  
F.O.B. Baltimore,  
\$7.00. Remittance  
in advance; 2 weeks  
necessary for de-  
livery.



## PAPER SUPPLIES

**BOOK PLATES** — Woodcut effect .1c

**CARDS** — Correspondence cards with emblem embossed in green. Boxed in sets of 50 with envelopes ..... \$1.50

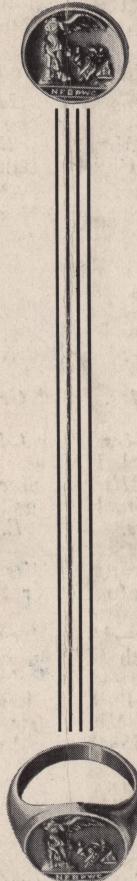
**DECALCOMANIAS** — Emblem in Federation colors. For windshields or windows. 10c each; \$1.00 per dozen.

**LABELS** — Green and gold; on full line cut type; other halftone type. 15c per dozen; \$1.00 per hundred.

**PLACE CARDS** — 25c package of 25.  
For banquets, parties, etc.

**SEALS** — For stationery, club programs, etc.; 50c per 100; \$4.50 per 1000; \$20.00 per 5000.

**BILL FOLDS** — Genuine black Morocco with emblem stamped in gold on inside OR embossed in leather outside. Special pocket for membership card ..... \$1.25



**KEY RINGS** — Can be used in many ingenious ways, each ..... 35c

**GONG** — With hammer ..... \$22.50

**PINS** — \$5.00 each; lots of ten, \$4.75; lots of fifty, \$4.50 each; white gold, \$6.00; yellow gold pin with guard attached, \$7.00; white gold pin with guard attached, \$8.25.

*Unless prepaid, orders sent C. O. D.  
Make remittance payable to*



**National Federation  
of Business and Pro-  
fessional Women's  
Clubs**

Incorporated

1819 BROADWAY  
NEW YORK, N. Y.